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ABSTRACT

Volume 2 of the two-volume annotated bibliography provides a partial listing of available materials for curriculum and instructional enrichment in distributive education. The grouping of all materials was made according to the U. S. Office of Education Classification of Instructional Programs for Distributive Education. Alphabetized by title under each subject area, the materials are further classified by type: book, slide, film, tape, record, transparency, booklet, or kit. The annotation includes, wherever possible, the grade level of material (secondary, collegiate, adult), length, cost, date published, publisher, suggested time of use, summary description, available instructor material and tests, and objectives. This volume provides listings for the following subject areas: general merchandise (subtopics: marketing, retailing, and salesmanship); hardware, building materials, farm and garden supplies, and equipment; home furnishings; hotel and lodging; industrial marketing; insurance; international trade; personal services; real estate; recreation and tourism; transportation; other retail trade; other wholesale trade; and other instructional programs (subtopics: accounting/recordkeeping, business law, business math, careers, consumer education, data processing, distributive education, economics, ecology, executive development, job orientation, personality development/public relations). (MW)

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A NATIONAL STATE OF THE ART STUDY OF CURRICULUM INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION

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Distributive Education Department
Division of Vocational Education
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Grant No. OEG-0-72-4839

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June 26, 1972 to December 31, 1973

VOLUME II

CE003484

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MARKETING

Title ADVERTISING & MARKETING

Author *Date Pub.*

Publisher The Center for Cassette Studies, Inc.
8110 Webb Avenue, North Hollywood, CA 91605

Teacher or Student Material Student *Cost* $12.95 *Length* Cassette 28 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Experts discuss the importance of advertising to the economy. The importance of strong management and of test marketing is emphasized, and determination of the advertising budget is discussed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title AMERICAN MARKETING

Author William J. Shultz *Date Pub.* 1961

Publisher Wadsworth Publishing Co., San Francisco, CA

Teacher or Student Material Student *Cost* *Length* 655 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book covers the "whys" of marketing as well as its "whats" and "hows." Besides gaining an understanding of marketing activities, one learns about the business organizations that perform these activities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ANALYSIS FOR MARKETING DECISIONS

Author John M. Ivancevich and James H. Donnelly *Date Pub.* 1970

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* $9.50 *Length* 397 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book has been written for use as an introductory textbook for college and university courses in marketing problems, marketing policy, marketing management, quantitative analysis for marketing and marketing planning. It is oriented toward the factors in marketing decision making that can be qualified.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title ANALYTICAL MARKETING

Author Marshall Freime and Leonard S. Simon *Date Pub.* 1970

Publisher Harcourt, Brace & World, Inc., 750 Third Avenue, New York, NY 10017

Teacher or Student Material Student *Cost* *Length* 276 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Analytical Marketing is not intended to be merely a survey of management science applications in marketing, although a great many applications are covered. Rather, it is designed for the student who wishes to investigate the structure of representative marketing models, to determine the critical factors in their design and application, and to assess their adequacy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title APPLICATION OF MANAGEMENT SCIENCE IN MARKETING

Author David B. Montgomery and Glen L. Urban *Date Pub.* 1970

Publisher Educational Book Division, Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* ______ *Length* 481 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Interprets a variety of examples involving the newest and most promising models of management science applications. The book is problem-centered rather than technique-centered, and encourages new and imaginative ideas. It emphasizes marketing problems and the development of models to solve them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ATTITUDE MEASUREMENT FOR MARKETING STRATEGIES

Author G. David Hughes *Date Pub.* 1971

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $3.95 *Length* 177 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Applications and limitations of attitude measurement are presented to aid the marketing strategist in becoming a sophisticated consumer of attitudinal research, able to intelligently contract for research, and evaluate data collected by others before making a decision. The text lends insight into the problems of planning attitudinal research.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A BASIC BIBLIOGRAPHY ON MARKETING RESEARCH

Author *Date Pub.* 1963

Publisher American Marketing Association
230 North Michigan Avenue, Chicago, IL

Teacher or Student Material Both *Cost* $6.00 *Length* 182 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES: To provide an up-to-date annotated set of references in the area of marketing research.

SUMMARY DESCRIPTION: Includes not only references pertaining directly to marketing research, but also references dealing with concepts and methods in related areas directly applicable to marketing problems. Accordingly, this bibliography attempts to bring together the principal literature of current interest from a wide variety of sources.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC MARKETING - CONCEPTS, DECISIONS AND STRATEGIES

Author Richard R. Still and Edward W. Cundiff *Date Pub.* 1971

Publisher Educational Book Division, Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* *Length* 627 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Offers a solid foundation in marketing concepts and a complete explanation of marketing problems and research. The interpretations are lucid and logical, with many descriptive examples based on recent marketing procedures. Provides complete coverage of the broad subject of basic marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC MARKETING: A MANAGERIAL APPROACH

Author E. Jerome McCarthy and A. A. Brogowicz *Date Pub.* 1971

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* *Length*

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses marketing from the managerial point of view.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Objective Tests, and Workbook.

Title BASIC MARKETING - A STRATEGIC SYSTEMS APPROACH

Author George D. Downing *Date Pub.* 1971

Publisher Charles E. Merrill, Columbus, OH

Teacher or Student Material Student *Cost* *Length* 434 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is about marketing and the modern business firm viewed from a new and exciting perspective. It deals with the ways our ever-changing world affects the firm. It views marketing from the firm's viewpoint, and from a managerial, strategic perspective.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE BEGINNING OF MARKETING THOUGHT IN THE UNITED STATES

Author Paul D. Converse *Date Pub.* 1959

Bureau of Business Research
Publisher The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $1.50 *Length* 89 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A short history of the early field of marketing. Introduces the men who made the early studies and who wrote the first books, articles, and pamphlets.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BIBLIOGRAPHY FOR MARKETING, DISTRIBUTION & DISTRIBUTIVE EDUCATION 1968-71

Author Jerome Leventhal *Date Pub.* 1971

Epsilon Delta Epsilon, Distributive Education Department
Publisher Temple University, 316 Seltzer Hall, Philadelphia, PA 19122

Teacher or Student Material Both *Cost* Free *Length* 121 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Contains resources in the areas of marketing and distribution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BRADFORD'S DIRECTORY OF MARKETING RESEARCH AGENCIES

Author Ernest S. Bradford Date Pub. 1971

Publisher Bradford's Directory of Marketing Research Agencies
P. O. Box 276, Fairfax, VA 22030

Teacher or Student Material Both Cost Length 288 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Provides manufacturers, advertising agencies, and others with a list and description of reliable market research agencies in the U. S. and abroad. Every effort has been made to insure correct and up-to-date information about the facilities available from each organization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BRAND STRATEGY IN U.S. FOOD MARKETING

Author William Applebaum and Ray A. Goldberg Date Pub. 1967

Publisher Graduate School of Business Administration, Harvard University, Boston, MA

Teacher or Student Material Student Cost $2.00 Length 86 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Booklet containing two papers dealing with related aspects of the brand problem in the United States. The Applebaum paper presents in historical perspective the role of food manufacturers' and distributors' brands in the United States. The other paper, entitled "Dynamic Brand Strategies," is based on a broad study by Ray A. Goldberg of agribusiness coordination in three commodity systems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASE STUDIES IN MARKETING: AN ANNOTATED BIBLIOGRAPHY AND INDEX

Author Linda and Barry Berman *Date Pub.* 1971

Publisher Scarecrow Press, Metuchen, NJ

Teacher or Student Material Teacher *Cost* ______ *Length* 211 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES: To aid the user in selecting relevant case studies for his particular need.

SUMMARY DESCRIPTION: Approximately 1400 case studies from 28 texts in marketing have been indexed and annotated, making available a variety of material in one volume.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASE STUDIES IN MARKETING AND DISTRIBUTION

Author Ralph Mason, Gerald Topp and Patricia Rath *Date Pub.* 1965

Publisher Interstate Printers & Publishers, Danville, IL

Teacher or Student Material Student *Cost* ______ *Length* 179 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES: The objectives of these cases are to encourage students to: single out the important and salient facts; organize them in logical relationships; recognize issues and current developments; consider alternatives and weigh them; and develop a pattern of arriving at business decisions.

SUMMARY DESCRIPTION: These 25 case studies in marketing and distribution are taken from actual experience. The purpose of these studies is to assist distributive education and other marketing students in making valid decisions based on sound judgments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASES IN MARKETING

Author C. J. Dicksen, A. Kroeger and L. C. Lockley *Date Pub.* 1971

Publisher Allyn and Bacon, Boston, MA

Teacher or Student Material Student *Cost* ______ *Length* 374 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: The cases in this book are based on business problems that the authors and their graduate research assistants have collected. The authors believe that the cases are succinct enough to be analyzed without an extensive background.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASES IN MARKETING MANAGEMENT

Author Edward C. Bursk *Date Pub.* 1965

Publisher Educational Book Division, Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* ______ *Length* 116 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Incorporates the results of recent research and developments in the study and practice of marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title CASES AND READING IN MARKETING

Author Richard H. Buskirk *Date Pub.* 1970

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 329 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Contains readings on all aspects of marketing. They are outlined and pertinent questions are answered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title COMMUNICATIONS FOR LEADERSHIP

Author Edward E. Scannell *Date Pub.* 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $3.00 *Length* ______

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Contains six chapters. The first 3 deal with the general aspects of communications that the student will use in performance of most of his day-to-day activities. Remaining chapters deal with communications in 3 specific situations each one of which is vital to every businessman: business meetings, public speaking and written communications.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Key ($1.60)

Title COMMUNICATIONS IN MARKETING

Author Hallie C. Jimerson and Ken L. Rowe *Date Pub.* 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $2.04 *Length* 124 pages

Grade Level Secondary *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to prepare students for sales-supporting jobs in virtually all occupational areas. These marketing-oriented jobs cut across the vocational grid and include such diversified work as retail stores, selling, service station operations, agricultural supply store selling, and restaurant management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual & Key ($2.00), Objective Tests, General Methodology Manual, and Occupational Manuals & Projects in Marketing

Title COMPETE: A DYNAMIC MARKETING SIMULATION

Author A. J. Faria, D. G. Johnstone and R. O. Nulsen *Date Pub.* 1973

Business Publications, Inc.
Publisher 4347 South Hampton Road, Box 24746, Dallas, TX 75224

Teacher or Student Material Student *Cost* ______ *Length* ______

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Involves the marketing operations of hypothetical companies in an industry that produces and markets sound systems (hi-fis, stereos, etc.). The varied marketing decisions that must be made involve the companies (teams) in the decision-making processes which vividly bring alive the marketing "tools" previously developed by students. Each industry consists of five teams. Each team ideally consists of three to five members. As many industries as are necessary can be formed to accommodate individual teachers. Any computer with a full FORTRAN compiler can accommodate the program for COMPETE.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title COMPETITION IN THE MARKETPLACE

Author Stern and Grabner Date Pub. 1970

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student Cost $3.10 Length 160 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Written from a marketing-oriented perspective, it examines the strengths and weaknesses of currently applied industrial organization analysis so that present and future business managers can recognize the functional properties of such analysis. It also reviews and re-evaluates the efforts of federal agencies charged with the task of enforcing antitrust legislation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER BEHAVIOR AND MARKETING MANAGEMENT

Author James H. Myers and William H. Reynolds Date Pub. 1967

Publisher Houghton Mifflin Company, Boston, MA

Teacher or Student Material Student Cost Length 336 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: (1) To select from the vast body of knowledge about human behavior those concepts and principles which seem to have particular relevance to the understanding of consumer buying behavior; and (2) To illustrate the relevance and application of these basic behavior principles to the buying situation by examples from current marketing practice.

SUMMARY DESCRIPTION: Concepts pertaining to sensory and perceptual processes, learning, memory, and cognition; motivation and emotion; cultural and social group interaction; and family characteristics are reviewed and interpreted in a marketing concept. This book bridges the gap between selected aspects of the behavioral sciences and decision making in marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CRITERIA TO ASSIST USERS OF MARKETING RESEARCH

Author *Date Pub.* 1962

Publisher American Marketing Association, 230 North Michigan Avenue, Chicago, IL

Teacher or Student Material Student *Cost* $2.00 *Length* 21 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A basic guide primarily for the buyer of research services to whom marketing research practices are new. Covers both methodological and ethical considerations. Presents questions buyers should ask and the type of answers they should receive.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DATA PROCESSING IN MARKETING

Author Merle Wood *Date Pub.* 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $2.13 *Length* 132 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Before the young worker can begin to perform data processing activities, he must first understand its concepts and principles. The first two chapters of this text-workbook provide the conceptual foundation. The student recognizes and identifies his role in the origination, input, manipulation, or output stages of the data processing cycle.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($2.00), General Methodology Manual

Title DEVELOPMENT OF MARKETING THEORY

Author George Schwartz *Date Pub.* 1963

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $4.50 *Length* 152 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Analyzes a number of approaches to the development of marketing theory to determine: (1) the progress achieved in the development of empirically valid marketing theory, and (2) how empirically valid marketing theory can best be developed in the future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE ENVIRONMENT OF MARKETING BEHAVIOR

Author Robert S. Hancock and Robert J. Holloway *Date Pub.* 1969

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student *Cost* *Length* 442 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is a selection of readings. The criteria for selections are as follows: (1) that the article contributes to the basic framework and knowledge of marketing, (2) that the article be more or less timeless insofar as the concepts expressed, and/or (3) that the article be one around which discussion or controversy could evolve in the classroom setting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ESSENTIALS OF MARKETING MANAGEMENT

Author Joe Kent Kerby *Date Pub.* 1970

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $10.75 *Length* 696 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasis is on development of analytical patterns of thinking. Acquaints the student with the type of problem he will encounter in modern-day marketing and gives the student an understanding of the decision-making process and its utilization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Examinations Booklet

Title ESSENTIALS OF MARKETING MANAGEMENT

Author Ross M. Trump *Date Pub.* 1966

Publisher Houghton Mifflin Co., Boston, MA

Teacher or Student Material Student *Cost* *Length* 140 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Each chapter represents the best efforts of an authority who regularly teaches, conducts research, and/or engages in consulting work in the area about which he has written. This material presupposes some knowledge of marketing and dispenses with descriptions of institutions or treatment of functions. It supplies the potential marketing executive with fact and argument intended to stimulate analysis of marketing problems to guide in developing solutions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXECUTIVE ACTION IN MARKETING

Author Alfred R. Oxenfeldt *Date Pub.* 1966

Publisher Wadsworth Publishing Co., Belmont, CA

Teacher or Student Material Student *Cost* ____ *Length* 817 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Aims at a substantially different mix of materials dealing with marketing management. Its main stress is on applicable concepts and research techniques; it also develops models or organizational frameworks that lend form to subjects usually treated as catalogs of diverse activities. This is especially the case with the subjects of product planning, sales management, and marketing channels.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FACTS FOR MARKETERS

Author U. S. Department of Commerce *Date Pub.* 1966

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* $ .50 *Length* ____

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Published in 9 regional volumes, this is a series of 100 Standard Metropolitan Statistical Area market studies. Designed to bring together useful marketing information in a standard format for use in market analysis, each of the SMSA studies presents selected data from Government sources on population and housing, characteristics, employment, income, industry sales by retail, wholesale and selected service trades.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 50 YEARS OF MARKETING IN RETROSPECT

Author Paul D. Converse *Date Pub.* 1959

Publisher Bureau of Business Research
The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $1.50 *Length* 104 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The story of business and particularly of market distribution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FUNDAMENTALS OF MANAGERIAL MARKETING

Author Dwight L. Gentry and Donald R. Shawver *Date Pub.* 1964

Publisher Simmons-Boardman, New York, NY

Teacher or Student Material Student *Cost* *Length* 557 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the fundamentals of managerial marketing. Bridges the gap between the traditional study of marketing and the broader interdisciplinary approach that is now emerging.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FUNDAMENTALS OF MARKETING

Author William J. Stanton *Date Pub.* 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* 729 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The central theme of this book is that marketing is a total system of business action rather than a fragmented assortment of functions and institutions. While some attention is directed to the role of marketing in our socioeconomic system, the book is written largely from the viewpoint of management in an individual firm.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title FUNDAMENTALS OF MARKETING: ADDITIONAL DIMENSIONS, SELECTIONS FROM THE LITERATURE

Author James F. Robb and Jack L. Taylor *Date Pub.* 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* 561 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Provides additional insights, views, and concepts of basic marketing subjects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INNOVATIONS IN MARKETING

Author Theodore Levitt *Date Pub.* 1962

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* 253 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Conceives of marketing not as a business function but as a profit-building view of the entire business process. This book clearly distinguishes between selling and marketing and suggests that a strictly sales-oriented approach to doing business can be suicidal.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTRODUCTION TO MARKETING

Author Robert A. Grayson and Reynold A. Olsen *Date Pub.* 1971

Publisher Appleton-Century-Crafts, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 427 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a basic understanding of what marketing is and how it is used in our business environment. It is action oriented. After covering the fundamental concepts that apply to a particular function of marketing, the author has attempted to indicate the course of action that should be followed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual, Study Guide and workbook

Title INTRODUCTION TO MARKETING: AN ADMINISTRATIVE APPROACH

Author John H. Darling and Harry A. Lipson *Date Pub.* 1971

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student *Cost* _____ *Length* 848 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To introduce students to the broad field of marketing and to the basic responsibilities held by marketing executives in business firms.

SUMMARY DESCRIPTION: Describes and analyzes the complex subject matter by using concepts and illustrations that readily facilitate an understanding of the material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Study Guide and Casebook

Title INTRODUCTION TO MARKETING MANAGEMENT

Author S. H. Rewoldt, J. D. Scott, and M. R. Warshaw *Date Pub.* 1969

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* _____ *Length* 718 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Designed for a first course in marketing management. It introduces students to the approaches and problems of marketing decision making under conditions of uncertainty. In general, an analytical rather than descriptive approach is taken. Only essential descriptive material necessary to marketing decision making is provided.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTRODUCTION TO THE MARKETING SYSTEM

Author Robert W. Frye *Date Pub.* 1973

Publisher Canfield Press, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 340 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This text covers all topics necessary to the student's introduction to marketing as a system and product life cycle. This technique avoids traditional compartmentalization of the subject matter, thereby easing the instructor's burden in demonstrating that marketing is an integrated whole rather than a collection of separate topics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTRODUCTION TO MODERN MARKETING

Author Karl A. Elling *Date Pub.* 1969

Publisher Macmillan Co., New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 431 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is intended as a practical guide to a field of business administration that is rapidly becoming the central managerial function, namely, marketing. Its substance is reflected in the already familiar concepts of systems management, the total approach, the marketing concept, as well as new and original concepts such as directive production-consumption, the product model, and others that provide the frame of reference for this book.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Study Guide

Title INTRODUCTORY MARKETING

Author Smykay and Breibart *Date Pub.* 1971

Publisher Macmillan Co., New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 298 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES: To help the student better understand the field of marketing through personal involvement in marketing decision making.

SUMMARY DESCRIPTION: Programmed instruction. Each chapter of this program consists of a short introductory statement, frames, a case study, a pre-and post-test, test answers and panel material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LEGAL ASPECTS OF MARKETING

Author Marshall C. Howard *Date Pub.* 1964

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* 173 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Explores the significant ways in which the law impinges upon the marketing process and, consequently, upon the decision making of the marketing manager. It summarizes the basic laws with which students and marketers should be aware of.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LESSONS IN MARKETING FROM ABROAD

Author *Date Pub.* 1970

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $80.00 *Length* 36 slides

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of color slides from Western Europe, Asia and from behind the Iron Curtain relating merchandising and marketing techniques employed elsewhere to the American experience. Emphasis is on developments in the Youth Market, creative promotions and displays, on insights into selling, personnel and merchandising practices that have relevance to the American experience.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT PERSPECTIVES IN MARKETING

Author Louis E. Boone *Date Pub.* 1972

Publisher Dickenson Publishing, 16561 Ventura Boulevard, Encino, CA 91316

Teacher or Student Material Student *Cost* *Length* 452 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Encompasses a total framework for the marketing decision maker. Emphasis is placed on material from the behavioral sciences and from the quantitative areas. The selections represent a blend of timeless classics and recently published articles analyzing the emerging areas of marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGERIAL ANALYSIS IN MARKETING

Author Frederick Sturdivant, et al *Date Pub.* 1970

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $10.95 *Length* 756 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To develop analytical skill in managing consumer and industrial marketing activities.

SUMMARY DESCRIPTION: Offers an extensive foundation in marketing management analysis written by a distinguished group of specialists. A multi-authored text which gives in-depth coverage to subjects that are vital to a comprehensive understanding of marketing, both within the firm and within the contexts of society and the competitive system.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title MANAGERIAL MARKETING: PERSPECTIVES AND VIEWPOINTS

Author Eugene J. Kelley and William Lazer *Date Pub.* 1962

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* *Length* 717 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is intendeded to be used in educating students and administrators in analyzing marketing problems in the face of an increasing rate of business and social change. The articles incorporate a managerial focus, emphasize problem solving, and adopt an interdisciplinary approach to the management of marketing effort.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGERIAL MARKETING: POLICIES AND DECISIONS

Author Taylor Meloan, Samuel Smith and John Wheatley *Date Pub.* 1970

Publisher Houghton Mifflin Co., Boston, MA

Teacher or Student Material Student *Cost* ______ *Length* 575 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: The book is divided into 10 parts: (1) the nature and scope of marketing; (2) the marketing environment; (3) international markets; (4) behavioral concepts; (5) marketing planning and strategy; (6) new perspectives on the functions of marketing management; (7) facilitating marketing decision making; (8) societal aspects of marketing; (9) legal issues in marketing; and (10) success and failure in the marketplace. The ten parts of this book correspond to the topical coverage of most major texts in marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGING THE MARKETING FUNCTION

Author John M. Rathmell *Date Pub.* 1969

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 636 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on the process of management in marketing. It also deals with the issues and considerations dealt with when decisions are made and the analytical tools and procedures that are useful in improving the likelihood that the right decisions are made. The coverage of the book is limited to marketing in manufacturing enterprises.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKET SEGMENTATION: CONCEPTS AND APPLICATIONS

Author M. A. Cayley, J. F. Engel and H. F. Fiogillo *Date Pub.* 1972

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 486 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with market segmentation. The readings are organized in a logical sequence and aided by essays and editorial introductions of considerable merit in themselves. The readings reflect the economic segmentation--a topic which is becoming increasingly viewed as a key concept in marketing science.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING

Author Theodore N. Beckman and William R. Davidson *Date Pub.* 1967

Publisher Ronald Press, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 872 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: (1) To present a clear-cut picture of the development and present status of the marketing system in the U. S.; (2) To analyze critically the totality of the marketing process, the various essential functions performed, and the numerous and varied types of institutions performing them; and (3) To examine the major policies that underlie the various activities of marketing institutions, with emphasis on the business and social implications of such policies.

SUMMARY DESCRIPTION: Emphasizes the social and economic aspects of marketing and their many implications. At the same time, a balanced treatment of marketing management is offered, providing the student with an understanding of and regard for the problems of marketing management without resorting to a technical discussion of decision-making processes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING

Author Delbert Duncan and Charles F. Phillips *Date Pub.* 1965

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* ____ *Length* 865 pages

Grade Level Collegiate *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: The topics discussed are: 1) marketing: nature, scope and importance; 2) market for consumer goods; 3) retailing consumer goods; 4) wholesaling consumer goods; 5) marketing industrial goods; 6) marketing policies and practices; and 7) marketing activities and the government.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING IN ACTION - A DECISION GAME

Author Ralph L. Day *Date Pub.* 1968

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* ____ *Length* 125 pages

Grade Level Collegiate *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on marketing problems without completely eliminating other aspects of the firm. This enables the participants to feel that they are operating a business firm in which marketing plays a major role, rather than operating a marketing department out of context.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING ASPECTS OF CAPITAL - EQUIPMENT LEASING

Author Peter D. Bennett Date Pub. 1961

Publisher Bureau of Business Research
The University of Texas, Austin, TX 78712

Teacher or Student Material Student Cost $1.00 Length 76 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The effect that a leasing program has upon the marketing organization of a lessor of equipment is the focal point of this study. Leasing only as practiced by marketers of capital equipment is considered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING IN BUSINESS MANAGEMENT

Author C. McFerron Gittinger and Steven J. Shaw Date Pub. 1963

Publisher Macmillan Co., New York, NY

Teacher or Student Material Student Cost Length 472 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Describes and discusses many of the most significant developments in the practice of modern marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING IN A CHANGING ENVIRONMENT

Author Robert S. Hancock and Robert J. Holloway *Date Pub.* 1968

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 498 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJEC[illegible]ES: To explain why marketing exists in this and other economies and why it adj[illegible]s and changes to meet social and economic needs.

SUMMARY DESCRIPTION: In this book marketing is conceived as a social/economic phenomenon. It adjusts and adapts to needs through the set of forces generated by its environment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING CHANNELS: A SYSTEMS VIEWPOINT

Author William G. Moller and David L. Wilemon *Date Pub.* 1971

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* $5.95 *Length* 393 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Selected to present a broad overview of channel systems, the readings in this volume show the historic and evolutionary aspects of distribution channels, the environment factors that cause channel evolution, and the current viable concepts and theories of distribution channel systems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING: CONCEPTS AND STRATEGIES

Author Martin Bell *Date Pub.* 1972

Publisher Houghton Mifflin Co., Boston, MA

Teacher or Student Material Student *Cost* ______ *Length* 961 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book bridges the gap between traditional elements of the marketing discipline and the dynamic conceptual and strategic aspects of modern marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title MARKETING: A CONTEMPORARY ANALYSIS

Author Robert D. Buzzell, Theodore Levitt, John B. Matthews and Robert E. M. Nourse *Date Pub.* 1972

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* 786 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Primary emphasis is placed on viewing the marketing process from the perspective of the decision maker. The book begins with a discussion of the nature of marketing and the need for a careful and systematic analysis of customer behavior. It proceeds to an examination of the institutional system of marketing; then it outlines the types of problems involved in marketing management. Finally, it concludes with a discussion of major public policy issues related to marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title MARKETING: CONTRIBUTIONS FROM THE BEHAVIORAL SCIENCES

Author Gerald Zaltman *Date Pub.* 1965

Publisher Harcourt, Brace & World, Inc., 750 Third Avenue, New York, NY 10017

Teacher or Student Material Student *Cost* *Length* 163 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To apply the findings of the basic disciplines in the behavioral sciences to marketing. It is intended to help bridge the gap between the research of the behavioral scientist and the practical concerns of the businessman.

SUMMARY DESCRIPTION: The studies and concepts presented in this book suggest various ways in which the flow of influence from producer to consumer may be improved. The research cited casts light on a variety of problems in advertising, distribution and product policies. Particular emphasis is placed upon the diffusion and adoption of innovations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING COOPERATION

Author *Date Pub.*

Publisher The Center for Cassette Studies, Inc.
8110 Webb Avenue, North Hollywood, CA 91605

Teacher or Student Material Student *Cost* $12.95 *Length* Cassette 27 minutes

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Are the goals of the manufacturer and of the retailer who sells his products different? Representatives of top marketing management and of National Analysts, Inc., discuss this important and provocative question. The manufacturer, it is alleged, concentrates on greater volume, and too often ignores the demands of the consumer. The retailer, it is agreed, is the link between the manufacturer and the consumer. He can, for example, totally negate a costly promotional campaign. The experts agree that the manufacturer has to compete for his right to the retailer's shelf space, and discuss whether or not the retailer is overdependent on the manufacturer for the selling of goods.

Title MARKETING DECISION MAKING: A MODEL BUILDING APPROACH

Author Philip Kotler *Date Pub.* 1971

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 720 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Assumes that the reader has an elementary acquaintance with the basic ideas of calculus, linear programming, and probability theory. It then uses these tools in the process of developing and solving mathematical statements of marketing problems and processes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING AND DISTRIBUTION

Author Mason, Ross and Rath *Date Pub.* 1974

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* ______

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES: To provide a foundation of economic and marketing concepts. In addition, it is designed to be the core of a distributive education program, since it emphasizes specific job opportunities that occur as a product moves from its point or origin to its point of use.

SUMMARY DESCRIPTION: Offers an introduction to all areas of marketing and distribution. Includes performance objectives for each chapter, marketing projects, case studies, and a discussion of the marketing of services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Key and Project Activity Guide

Title MARKETING AND DISTRIBUTION: AN OVERVIEW

Author Daniel S. Warner **Date Pub.** 1969

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student **Cost** ______ **Length** 497 pages

Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES: (1) To give the student a realistic appreciation of what marketing is, and of its importance to society and the individual; (2) To stimulate the student's interest toward further, more concentrated study in specialized areas; and (3) To provide the broad basic knowledge of marketing and distribution so important to securing a viable job with a manufacturer, wholesaler, retailer, or service firm.

SUMMARY DESCRIPTION: The content focuses on domestic marketing. A balance has been maintained between small and large markets, between current marketing practice and advanced management concepts, and between different major institutions and areas of specialization. The emphasis has been placed on such fundamentals as a conceptual framework, customer orientation, personal and nonpersonal selling, channels of distribution, and marketing planning.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE MARKETING ECONOMY: AN ANALYTICAL APPROACH

Author John C. Narver and Ronald Savitt **Date Pub.** 1971

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student **Cost** ______ **Length** 432 pages

Grade Level Collegiate **Suggested Time of Use** ______

OBJECTIVES: To create an understanding of a marketing economy.

SUMMARY DESCRIPTION: Analyzes the processes and implications of buyers and sellers seeking satisfaction in markets. The analysis is of buyer and seller structure and the private and social aspects and implications of buyer and seller behavior.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING: THE FIRM'S VIEWPOINT

Author S. F. Otteson, W. G. Panschar and J. M. Patterson *Date Pub.* 1964

Publisher Macmillan, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 718 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a middle ground which is analytic in nature without prematurely involving the beginning student in the superficial solution of businessmen's problems. This should occur before he has developed either a substantive knowledge of the field or certain basic analytic skills.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING HANDBOOK

Author Albert Wesley Frey *Date Pub.* 1965

Publisher Ronald Press, New York, NY

Teacher or Student Material Both *Cost* ______ *Length* 1,000 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to provide a useful guide for every person concerned with the problems of selling and marketing goods and services. It covers not only the various aspects of marketing in domestic and foreign markets, but also the relation of those to questions of management responsibility and company organization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING INFORMATION GUIDE

Author U. S. Department of Commerce *Date Pub.* Monthly

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* $ .15 *Length* Approximately 27 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: An annotated bibliography of current governmental and non-governmental materials. It is designed to serve the domestic and foreign marketing informational needs of those engaged in or concerned with the sale or purchase of industrial or consumer products and business or personal services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING - AN INTEGRATED, ANALYTICAL APPROACH

Author Roy T. Shaw and Weldon J. Taylor *Date Pub.* 1969

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $11.00 *Length* 834 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To encourage the student to adopt analytical patterns of thinking regarding marketing problems.

SUMMARY DESCRIPTION: The subject matter is this book builds a conceptual view of marketing as a process that is completely integrated with all business activities. Marketing is pictured as a separate study but not as a function apart from the total business firm.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Tests

Title MARKETING MANAGEMENT

Author Joe Kent Kerby *Date Pub.* 1970

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* *Length*

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The emphasis is on development of analytical patterns of thinking on a managerial level. Acquaints the student with the type of problems he will encounter in modern-day marketing and gives the student an understanding of the decision-making process and its utilization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title MARKETING MANAGEMENT

Author D. Maynard Phelps and J. Howard Westing *Date Pub.* 1968

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* *Length* 925 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a comprehensive discussion of the problems encountered by top marketing executives (directors of marketing, vice presidents, sales managers) in modern business concerns. Considers the policies and procedures that may be followed in their solution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING MANAGEMENT & ADMINISTRATIVE ACTION

Author Harper W. Boyd and Stewart Britt *Date Pub.* 1968

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* *Length* 754 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the many marketing activities of the business firm so that the student can gain an understanding of marketing management and administrative action.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING MANAGEMENT CASEBOOK

Author Harper W. Boyd and Robert T. Davis *Date Pub.* 1971

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Teacher *Cost* *Length* 736 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A selection of cases designed to cover a variety of marketing areas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING MANAGEMENT CASES

Author William M. Weilbacher *Date Pub.* 1970

Publisher Macmillan Co., New York, NY

Teacher or Student Material Student *Cost* *Length* 358 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the formulation and execution of marketing strategy. In developing the cases, a major emphasis has been placed on giving them a sense of reality. The cases are long rather than short because reality is dense and ambiguous; short cases miss these central characteristics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title MARKETING AND MANAGEMENT SCIENCE: A SYNERGISM

Author William A. Clark and Donald E. Sexton *Date Pub.* 1970

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* *Length* 451 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is structured along problem lines rather than under technique headings. It assumes minimal previous exposure to computers and mathematics. The focus is on the application of computers and mathematics to marketing problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING: MANAGEMENT AND SOCIAL CHANGE

Author Robert F. Hartley Date Pub. 1972

Publisher Intext Educational Publishers
257 Park Avenue South, New York, NY 10010

Teacher or Student Material Student Cost $11.95 Length 716 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This is a basic book in marketing directed to a new socially-concerned generation. It offers the student a thorough understanding of the environmental forces and the interdisciplinary aspects of marketing. A balanced view of marketing and its role in society is provided throughout; and a discussion of ethical and socially-responsible conduct is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title MARKETING MANAGEMENT VIEWPOINTS - COMMENTARY AND READINGS

Author S. G. Walters, M. L. Sweet and M. D. Snider Date Pub. 1970

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student Cost $5.90 Length 551 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES: To provide the reader with a framework for integrating the many diverse elements which, when skillfully combined and implemented, lead to successful marketing management.

SUMMARY DESCRIPTION: Forty-one articles on the following topics: The Marketing Environment; Assessing, Planning, and Organizing Marketing Goals and Strategy; Developing and Implementing Tactical Programs; and Measurement and Control.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING A NEW PRODUCT

Author Eliezer Orbach, Igal Ayal and Jay Jehiel Zif *Date Pub.* 1971

Publisher Macmillan Co., New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 96 pages

Grade Level Secondary *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the information analysis, strategy planning, and tactical decision making of four firms entering the market with a new class of frequently purchased consumer products.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING PRINCIPLES

Author Scheuing *Date Pub.* 1972

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Teacher *Cost* $80.00 per volume or $295.00 per set *Length* 4 volumes 113 transparencies

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Provides an overview of the range, depth, and meaning of marketing in modern business. The titles of the 4 volumes are: Vol. I - Fundamentals of Marketing; Vol. II - Channels of Distribution; Vol. III - The Product; and Vol. IV - Pricing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher guide notes and a Flipatran Viewer Stage is included with the complete set.

Title MARKETING - PRINCIPLES AND METHODS

Author Delbert J. Duncan and Charles F. Phillips *Date Pub.* 1968

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* *Length* 925 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides not only a description, analysis, and evaluation of our present marketing system but also an explanation of the changing environment of marketing and the responses of marketing institutions to these changes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING PROJECTS AND ACTIVITIES

Author Kay B. Brown, J. K. Stoner and G. Henry Richert *Date Pub.* 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $3.06 *Length* 152 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A text-workbook that provides a source of projects and activities from which a student can select those learning experiences that are appropriate for his career development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key (1.60), Project Training Records ($1.17)

Title MARKETING RESEARCH

Author Jimmy G. Koeninger *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 71 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a step-by-step analysis of the methods used in market research to produce a marketing study for entry in National DECA competition. Includes a teaching outline and 31 transparency masters of pages from an award-winning manual.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING RESEARCH - INFORMATION SYSTEMS AND DECISION MAKING

Author Bertram Schoner and Kenneth P. Uhl *Date Pub.* 1969

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student *Cost* *Length* 338 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with obtaining information for both recurring and nonrecurring marketing problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING RESEARCH AND INFORMATION SYSTEMS: TEXT AND CASES

Author Rex V. Brown, Robert D. Buzzell and Donald F. Cox *Date Pub.* 1969

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* 788 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES: To provide a basis for learning about the problems involved in the use of marketing information, and about some of the concepts and methods that can be used in resolving these problems.

SUMMARY DESCRIPTION: Deals with the use of marketing information in business management. It is intended to aid marketing managers and students preparing for managerial careers in developing their skills for using information effectively.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING RESEARCH - PRINCIPLES AND READINGS

Author Parker M. Holmes *Date Pub.* 1966

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $9.45 *Length* 662 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES: To give the student a broad perspective of marketing research by providing challenging material for intensive study, evaluation, and discussion.

SUMMARY DESCRIPTION: All major areas of marketing research are presented with an attempt to maintain balance in accordance with the importance of each area in its practical application to the marketing problems of the business enterprise. Fundamental principles of marketing research are presented in condensed form at the beginning of each chapter. These principles are immediately followed by extensive readings on research methods, techniques, and applications as presented by leading authorities and companies throughout the United States.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE MARKETING RESEARCH PROCESS

Author Keith Cox and Ben Enis *Date Pub.* 1972

Publisher Goodyear Publishing Co., Inc.
15113-15 Sunset Boulevard, Pacific Palisades, CA

Teacher or Student Material Student *Cost* $13.95 *Length* 544 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES: To teach the student how to "use" market research information rather than "how" to do market research work.

SUMMARY DESCRIPTION: The text employs an information/decision model to present the marketing research process in a managerial perspective.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and a Set of Readings ($5.95)

Title MARKETING RESEARCH - TEXT AND CASES

Author Harper W. Boyd and Ralph West Fall *Date Pub.* 1972

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* $12.95 *Length* 828 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is divided into three parts. Part I introduces the student to marketing research. Part II traces a research project from its inception to the final report on the results. Part III is devoted to a discussion of the application of marketing research in four specific areas: motivation, advertising, product, and sales control.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title MARKETING, SALES PROMOTION, AND ADVERTISING

Author Nolan and Warmke *Date Pub.* 1965

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $7.12 *Length* 613 pages

Grade Level Secondary *Suggested Time of Use* ______

OBJECTIVES: (1) To acquaint the reader with a basic understanding of marketing, sales promotion, and advertising. (2) To relate marketing to the total economy. (3) To familiarize the reader with marketing principles and to provide some practice in applying these principles. (4) To promote the ability to distinguish between mediocrity and excellence in marketing, sales promotion, and advertising.

SUMMARY DESCRIPTION: Develops an understanding of accepted tools, plans, and procedures in marketing, sales promotion, and advertising in addition to promoting creative thinking and breadth of perspective.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Workbook ($2.36), Tests and Examination ($ .36)

Title MARKETING AND SOCIAL ISSUES

Author Stephen H. Gamble and John R. Wish *Date Pub.* 1971

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 382 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Readings that view the most important influences on the marketing system in the United States and describes the problems, solutions, and future direction of marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING AND SOCIETY: A CONCEPTUAL INTRODUCTION

Author Ronald R. Gist *Date Pub.* 1971

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 556 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book emphasizes a societal approach to marketing. In this age, when concerned people are searching for meaningful values to guide their lifestyle, it is most appropriate for students to be introduced to the subject of marketing in terms of the social and public policy questions raised by the marketing system.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING: THEORY AND APPLICATION

Author Gerald I. Eyrich and Walter B. Wientz *Date Pub.* 1970

Publisher Harcourt, Brace & World, Inc., 750 Third Avenue, New York, NY 10017

Teacher or Student Material Student *Cost* ______ *Length* 689 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the beginning student with the solid theoretical underpinning necessary for conceptualizing resource-allocation problems, and relating the subject of marketing to courses in economics and quantitative methods.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING AND TRADE ASSOCIATIONS RELATED TO DISTRIBUTIVE EDUCATION

Author Bob Burk *Date Pub.* 1969

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Both *Cost* ______ *Length* 50 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A listing of national organizations related to distributive occupations in the areas of manufacturing, transportation, communications, wholesale and retail trade, finance, insurance, real estate, and services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETS AND MARKETING - AN ORIENTATION

Author Lee E. Preston *Date Pub.* 1970

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* ______ *Length* 248 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a basis for understanding the character and role of marketing activity in the economy and in the firm. It offers an orientation and is not a comprehensive description or a handbook of current marketing practices.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MEASURING MARKETS

Author U. S. Department of Commerce *Date Pub.* 1966

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* $ .50 *Length* 94 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes some of the more important Federal and State government statistics useful in market measurement, and gives examples of typical marketing problems and their solutions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN MARKETING MANAGEMENT

Author Edited by R. J. Lawrence and M. J. Thomas *Date Pub.* 1971

Publisher Penguin Books, Inc., 7110 Ambassador Road, Baltimore, MD 21207

Teacher or Student Material Student *Cost* $3.95 *Length* 413 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Twenty-one articles on modern marketing management. The opening section looks at the marketing concept in its various dimensions. Part Two deals with information as an input to the marketing system. Product mix and considerations affecting plans to extend, develop, or cut back the product launch are discussed in Part Three. The final Part examines management of the outward flow from the company to its environment and particularly to its customers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN MARKETING STRATEGY

Author Edited by Edward C. Bursk and John F. Chapman *Date Pub.* 1964

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $1.25 *Length* 360 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Explains how management can meet the increasing challenge of today's rapidly-changing market. Covers such subjects as brand loyalty, pricing policy, market research, quality control, and advertising. Case histories, examples, charts, and diagrams are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN MARKETING THOUGHT

Author Gerald Albaum and J. Howard Westing *Date Pub.* 1969

Publisher Macmillan Co., New York, NY

Teacher or Student Material Student *Cost* *Length* 533 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book reflects the concept that marketing managers are continually involved in adapting their firms to the economic, social, and political environment within which they operate.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NATIONAL DIRECTORIES FOR USE IN MARKETING

Author Lloyd M. DeBoer Date Pub. 1964

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both Cost Free Length 11 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: In this selected listing, emphasis is placed on directories of business establishments who buy for resale. However, directories of some professions and establishments that purchase goods for their own use are also included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPPORTUNITIES IN MARKET RESEARCH

Author John H. Platten Date Pub. 1966

Publisher Universal Publishing & Distribution Corp.
235 East 45 Street, New York, NY

Teacher or Student Material Student Cost $1.95 Length 118 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This book examines the principle methods of market research to enable the beginner to plan his education and training along lines that will qualify him to take a place in market research. The book also examines the field from the standpoint of the person now active in some other field and will show how to adapt experience and training in other fields to the work of market research.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSPECTIVES IN CONSUMER BEHAVIOR

Author Harold H. Kassarjian and Thomas S. Robertson *Date Pub.* 1968

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* ______ *Length* 568 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents an overview of some of the basic perspectives on consumer behavior, a topic now emerging as a distinct area of study within the field of marketing. The selections of the book, drawing from economics, marketing, psychology, sociology, and anthropology, are presented in relation to that framework. Whenever possible, theoretical materials, marketing applications, and research findings are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF MARKETING

Author Richard H. Buskirk *Date Pub.* 1970

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 605 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is interested mainly in marketing problems of the individual firm. Focusing on the problems faced by today's marketing manager, this text discusses the impact of environmental forces on marketing decisions. Every basic marketing principle discussed is illustrated with examples from industry, thereby easing the student's transition from theory to practice.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title PRINCIPLES OF MARKETING

Author Eugene Clark, Fred E. Clark and Rayburn D. Tousley *Date Pub.* 1962

Publisher Macmillan Co., New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 716 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The aim of this book is to emphasize the functional approach, to point up the dynamic character and the complexity of marketing, and to provide an analytical basis for the study of the subject.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF MARKETING

Author William Ryan *Date Pub.* 1971

Publisher Learning Systems Company, 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* $2.95 *Length* 152 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES: To provide the reader with a quick, efficient, and effective means of grasping the essential subject matter.

SUMMARY DESCRIPTION: A programmed learning aid designed to supplement basic textbooks in the subject area, or to be used as core or essential material in courses or programs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF MARKETING

Author Martin Zober Date Pub. 1971

Publisher Allyn and Bacon, Boston, MA

Teacher or Student Material Student Cost Length 626 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Retains the benefits of the descriptive approach along with balanced coverage of managerial analysis, systems, and the behavioral sciences as they relate to marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRODUCT PLANNING

Author Bernard C. Nye Date Pub. 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student Cost $1.89 Length 124 pages

Grade Level Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Develops job skills and knowledge that are important to the great majority of marketing workers. The marketing manager needs these skills and knowledge to guide his company in the development of products that will be accepted by consumers and that will earn a fair profit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($2.00)

Title PRODUCT PLANNING

Author A. Edward Spitz *Date Pub.* 1972

Publisher Auerbach Publishers, Inc., 121 North Broad Street, Philadelphia, PA

Teacher or Student Material Student *Cost* $11.95 *Length* 423 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book includes a description of the step-by-step product innovation process and articles dealing with the organization, consumer and government responsibilities, new trends in product development, new techniques for evaluating the progress of new product introduction in the marketplace, and the role of research and development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PSYCHOLOGY AND HUMAN RELATIONS IN MARKETING

Author Donald D. Hiserodt *Date Pub.* 1969

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $1.89 *Length* 108 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This textbook is a self-contained unit of instruction. It may be used alone and studied as an independent module, or it may be included as a 20 to 30 hour portion of a broader course in marketing and retailing. When used as a part of a broader course, it will serve to highlight the contributions of effective human relations to specific areas of work.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($2.00)

Title READINGS IN MARKETING

Author C. J. Dirksen, A. Kroeger and L. Lockley *Date Pub.* 1968

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* ______ *Length* 673 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A selection of readings covering a wide span of time in the major areas of marketing. In each area, selections from significant writers are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN MARKETING

Author M. D. Snider, M. L. Sweet and S. G. Walters *Date Pub.* 1962

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* ______ *Length* 832 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Cuts across and integrates a number of subject categories. The readings differ considerably in their levels of abstraction, and they sometimes represent conflicting if not contradictory points of view. These readings, therefore, are not unlike the variety of evidence the decision-maker in an imperfect business environment must weigh and upon which he must select a course of action.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN MARKETING INFORMATION SYSTEMS: A NEW ERA IN MARKETING RESEARCH

Author R. H. Brien, S. V. Smith and J. E. Stafford *Date Pub.* 1968

Publisher Houghton Mifflin Co., Boston, MA

Teacher or Student Material Student *Cost* ______ *Length* 399 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This book synthesizes literature germane to business information and intelligence systems, and relates it to marketing planning and strategy formulation. Selections are also included which stress the embryonic state of information systems development, plus the pitfalls involved in managing such networks and utilizing data emanating from them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN MARKETING: THE QUALITATIVE AND QUANTITATIVE AREAS

Author Philip A. Cateora and Lee Richardson *Date Pub.* 1967

Publisher Appleton-Century-Crofts, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 462 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES: To present to the reader contributions to the field of marketing made by both the behavioral scientist and mathematician.

SUMMARY DESCRIPTION: This book incorporates two major sources of contributions into the marketing management framework. The first source is made up of a variety of behavioral concepts developed in anthropology, sociology, social psychology, psychology and related disciplines. Mathematical and statistical techniques, the second source, are similarly found useful for many tasks of marketing managers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS: MARKETING AND SOCIETY

Author Ronald R. Gist *Date Pub.* 1971

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 489 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This book has two basic purposes: the first is concerned with social and environmental dimensions of our market system; the second with the introduction and/or development of some promising analytical concepts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN PHYSICAL DISTRIBUTION MANAGEMENT: THE LOGISTICS OF MARKETING

Author D. J. Bowersox, B. J. LaLonde and E. W. Smykay *Date Pub.* 1969

Publisher Macmillan Co., New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 376 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This book consists of a collection of articles which depict the past, present, and apparent future direction of the physical distribution concept. As a group of individual contributions, the articles have been selected to supplement and expand text treatments of physical distribution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SOCIAL ISSUES IN MARKETING

Author Lee E. Preston *Date Pub.* 1968

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $3.95 *Length* 308 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates the relation between marketing activities and the larger social and economic environment in which those activities operate. The selections present several analytical methods and approaches. The readings are drawn from a broad range of journals in marketing, management, sociology, and economics, as well as excerpts from books.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SOCIETY AND MARKETING

Author Norman Kangun *Date Pub.* 1972

Publisher Harper & Row, New York, NY

Teacher or Student Material Student *Cost* *Length* 445 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES: To provide the user with a vehicle for thinking greatly of marketing functions and practices.

SUMMARY DESCRIPTION: This book makes available to potential users a collection of essays that deal with significant issues, that present views which, in some cases, challenge existing orientations and practices, and that hopefully, will enhance the user's understanding of the social significance of marketing actions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STRATEGIC MARKETING

Author R. D. Blackwell, D. T. Kollat and J. F. Robeson *Date Pub.* 1972

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 548 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Attempts to present an analytical orientation to the major marketing problems facing senior corporate and marketing executives. The authors have attempted to present a practical framework that links corporate objectives and strategies to master marketing objectives and strategies, and then to objectives and programs for individual marketing activities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SYSTEMS ANALYSIS FOR MARKETING PLANNING AND CONTROL

Author Stanley F. Stasch *Date Pub.* 1971

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $5.95 *Length* 512 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES: To understand and use computerized information and data systems for allocating money and effort to various marketing activities.

SUMMARY DESCRIPTION: Describes system concepts in a manner easily understood by marketing students and practitioners. Utilizing marketing theories as a starting point, the book develops an overall marketing control and planning system supported by sub-systems designed to forecast market demand and to control the individual marketing activities of distribution, personal selling and advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Guide

Title VERTICAL MARKETING SYSTEMS

Author Louis P. Bucklin Date Pub. 1970

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student Cost $5.75 Length 218 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES: To develop an awareness of current analysis of marketing channel systems.

SUMMARY DESCRIPTION: This collection of essays, growing out of a symposium on vertical marketing systems held at Northwestern University, features authoritative writers who have published influential work in the field. The topics include a major portion of the significant questions at both the micro and macro level. An extensive list of questions and suggestions for student projects follows each article.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE YOUTH MARKET

Author Melvin Helitzer and Carl Heyel Date Pub. 1970

Publisher Media Books, New York, NY

Teacher or Student Material Student Cost $12.50 Length 356 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The youth market is a phenomenon of vital importance to every executive and every company in the field of consumer goods and services. Its dimensions include $50 billion per year in market value. This book is a guide to the exciting new world of the youth market.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

RETAILING

Title BASIC RETAILING AND DISTRIBUTION

Author Edward Reich, Robert G. Feldman and Leon Levy *Date Pub.* 1970

Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017

Teacher or Student Material Student *Cost* $6.95 *Length* 446 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Explains the function of distribution in the American economy. Discusses the various types of retailing enterprises as well as manufacturing, wholesaling, and transportation industries. Emphasis on skills and functions of basic jobs and exploration of advanced positions. Each chapter is followed by exercises, questions, activities, problems for discussion, and arithmetic problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Key ($1.20), Workbook ($2.40)

Title BOOKSTORE OPERATION

Author Ruth E. Valentine *Date Pub.* 1963

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This is a bibliography of references which will provide adequate information for effective organization and operation of a retail bookstore. Particular emphasis is given to the selling function--advertising, display, and personal selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAUGHT

Author *Date Pub.* 1970

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Teacher *Cost* $230.00 *Length* 24 minutes

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A film with a dramatic message for teenagers: "teenage shoplifters and thieves get caught!" Produced in cooperation with educators, security experts, law enforcement agencies and retail stores. The film depicts a teenage shoplifter, the misunderstanding of the seriousness of an act of theft, her reactions and those of parents and community.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHAIN STORES IN AMERICA 1859-1962

Author Godfrey M. Lebhar *Date Pub.* 1963

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $9.95 *Length* 448 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Reviews the early history of chain stores and then traces their development in this country.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHANGES IN BOSTON'S RETAIL LANDSCAPE

Author Eileen Schelf Date Pub. 1964

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $4.50 Length 141 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A geographical study of 14 years change in retail distribution patterns. Includes analysis of changes in three selected shopping districts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE COMPLETE GUIDE TO RETAIL MANAGEMENT

Author Alan Siber Date Pub. 1972

Publisher Penguin Books, Inc., 7110 Ambassador Road, Baltimore, MD 21207

Teacher or Student Material Student Cost $1.95 Length 320 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Covers all aspects of retail management, all sizes of shop, all forms of organization, and all the retail trades.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COURSE OUTLINE FOR RETAIL INDUCTION INTO SELF-SERVICE STORES

Author George Curtis and John Mattingly *Date Pub.* 1970

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 95 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES: Designed to prepare the student to enter into gainful employment in a self-service store.

SUMMARY DESCRIPTION: A manual developed by a Distributive Education workshop group of coordinators. This manual orients well the student and the coordinator interested in concepts relating to the self-service operation. Transparency originals to supplement the teaching outline are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREATIVE MARKDOWN PRACTICES FOR PROFIT

Author Murray Krieger *Date Pub.* 1971

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $5.95 *Length* 208 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This book advocates "control of the markdown as a positive tool for profit." It shows how changed attitudes by buyers, merchandisers and store owners can create new sales possibilities and heighten store traffic. Chapter titles include: Controlling Markdowns to Achieve a Mark-on; Evaluation of the Sources of Supply; Reducing Losses Through Employee Reminders; Effect of Markdown on Shrinkage or Shortage; and Markdowns as a Sales Developer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREATIVE MEN'S WEAR RETAILING

Author S. Thomas Saltz *Date Pub.* 1961

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $1.50 *Length* 84 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: Covers every phase of men's wear retailing, including decor, display, pricing, advertising, sales training, credit and collection and location selection.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DECISION-MAKING IN RETAILING & MARKETING

Author Murray Krieger *Date Pub.* 1969

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $12.50 *Length* 352 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES: To stimulate the thinking process which is important in today's complex business world.

SUMMARY DESCRIPTION: Ninety real and contemporary case histories selected from the nation's key retailing centers. Covers every conceivable dilemma in the retailing/marketing arena. It combines a number of tested training techniques which direct and sharpen the ability--of student or "old pro"--to absorb, analyze, reason and arrive at effective conclusions; to act with assurance in the increasingly complex areas of merchandising, from management and control to personnel and promotion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title DIRECT MAIL ADVERTISING BY RETAIL STORES

Author *Date Pub.* 1967

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $2.75 *Length* 44 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers use and costs of direct mail advertising, operating procedures, compiling and maintaining lists, planning promotions, designing, and measuring results.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DYNAMICS OF RETAILING

Author Edward B. Gold *Date Pub.* 1969

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $4.75 *Length* 106 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Spells out the new merchandising trends in the United States, with emphasis on the fast-paced fashion, hard lines and food industries. Explores the "survival of the fittest" trend which is revolutionizing today's retailing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title AN ECONOMIC EVALUATION OF RETAILING'S FUTURE

Author Date Pub. 1968

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $3.00 Length 64 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Outlines future economic patterns as seen through the eyes of a Department of Commerce representative, investment counsellor, a banker, site location expert and economist.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EFFECTIVE RETAIL AND MARKET DISTRIBUTION

Author Robert D. Entenberg Date Pub. 1966

Publisher World Publishing Corp., New York, NY

Teacher or Student Material Student Cost Length 591 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: (1) To prepare persons to meet and to understand company objectives and the executive decision processes under conditions of uncertainty.
(2) To develop a better understanding of the administrative processes, executive action within the firm, and buyer behavior in the market place.

SUMMARY DESCRIPTION: Designed for a broad course in the economics of retail management and effective market distribution. The framework in which the text is developed is the changing milieu of competitive innovations and growing complexities found in the total business environment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FACTS ABOUT DEPARTMENT STORES

Author Helen Mulhern *Date Pub.* ______

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 40 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A short review of what department stores do to earn their money. Contains chapters on retail profits, what the retailer does in the merchandise market and selling merchandise. Includes tables on the size of retail business in the U. S., and cost of retail distribution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FOR GRACIOUS GIVING

Author Harold G. Cole *Date Pub.* 1959

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $4.95 *Length* 120 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Gives the basic principles of establishing an outstanding custom gift-wrapping service. Detailed discussion of space allocation, stock requirements, display and promotional media. Contains illustrations of gift wrapping methods and photographs of unusual accessorized wraps.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title	GOVERNMENT STATISTICS HANDBOOK		
Author		*Date Pub.*	1969
Publisher	National Retail Merchants Association 100 West 31 Street, New York, NY 10001		
Teacher or Student Material	Student	*Cost* $3.00	*Length* 57 pages
Grade Level	Collegiate/Adult	*Suggested Time of Use*	

OBJECTIVES:

SUMMARY DESCRIPTION: Includes using census bureau data, retailers use of census of population, manufacturing and business census, merchandise line for marketer and many other helpful statistical data areas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title	GRASS ROOTS RETAILING		
Author	Ben Projan	*Date Pub.*	1962
Publisher	Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003		
Teacher or Student Material	Student	*Cost* $1.00	*Length* 44 pages
Grade Level	Secondary/Collegiate/Adult	*Suggested Time of Use*	1 week

OBJECTIVES:

SUMMARY DESCRIPTION: A discussion of men's wear retailing. Advice is given on fashion buying, resources, customer and employee relations, meeting competition, and public relations in the community.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GREAT SHOPS OF EUROPE

Author Jerome S. Klein and Norman Reader *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Both *Cost* $24.00 *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Reviews in detail and illustrates over 200 of the most interesting retail establishments on the continent, in the British Isles and in Scandinavia. There is also an additional listing of 700 shops for the guidance and reference of travelers. Gives an interesting account of special services, merchandise and general appeal of each store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO GIVE A FASHION SHOW

Author Frieda S. Curtis *Date Pub.* 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $4.50 *Length* 104 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with every facet of organizing and producing a fashion show: evaluating the audience, choosing the kind of show, the merchandise, models, location, cost, theme...even down to the commentator, lighting and time.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW RETAIL BUYING DECISIONS ARE MADE

Author Neil McNeill Date Pub. 1962

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $1.80 Length 27 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A study of decision making processes and flow of information within a retail organization and a comparison with industrial buying procedures based on personal interviews. Includes informal information flows, use of organizational manuals, buyer goals, the decision making process, comparison with industry, conclusions and recommendations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELL THE WHOLE STORE AS FASHION

Author Budd Gore Date Pub. 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $3.00 Length 32 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The importance of fashion and how to sell it regardless of the merchandise or product. Includes 10 rules to tempt with fashion. Notes price is not a primary factor and the impetus of accessorizing to sales.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO WRITE BETTER RETAIL ADVERTISING COPY

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 77 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A primer covering how to write newspaper advertising copy that sells, the principles and practices of direct mail copy, the five commandments of good radio copy, writing television commercials, writing sign copy that informs and sells.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HUMAN RELATIONS IN RETAILING

Author *Date Pub.* 1966

Publisher University of the State of New York, Albany, NY

Teacher or Student Material Student *Cost* *Length* 15 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The emphasis is on the roll of the supervisor, supervisor-employee relationships, customer relationships and human relations problem solving.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE INDEPENDENT RETAILER AND THE SHOPPING CENTER

Author *Date Pub.* 1968

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $20.00 *Length* 176 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses successful promotions, operations, financing and selection of store sites and locations in shopping centers for maximum profitability. Presents practical criteria for independent merchants to consider in viewing a shopping center location.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title IN-STORE SECURITY

Author Prepared by Communications & Training Division *Date Pub.*

Publisher Independent Grocers' Alliance, Chicago, IL

Teacher or Student Material Student *Cost* *Length* 15 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This pamphlet shows how crime today has been characterized as a growth industry. Shows how crime has increased 30 to 40 percent nearly every year for the past 5 years. Takes a look at robbery protection.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LET ME PUT IT THIS WAY

Author E. B. Weiss and D. D. Bernbach *Date Pub.* 1968

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $2.75 *Length* 48 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Twenty-five articles concerning the forward scene of the retail world.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGING THE RETAILING EMPLOYEE

Author *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Student *Cost* $2.00 *Length* 53 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES: To assist in solving current and future employee problems and to encourage employee productivity.

SUMMARY DESCRIPTION: Explains how employees should be interviewed, trained and counseled. Uses role playing situations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MEASURING MARKETS

Author Date Pub.

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $35.00 Length 35mm slides

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes methodology, tools, media, and government sources to be used to open your market and promote new sales strategies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MERCHANDISING GROUP INSTRUCTION

Author Robert F. Johnson and Roy P. Roberson Date Pub. 1965

Publisher Department of Industrial Education
College of Education, University of Missouri, Columbia, MO

Teacher or Student Material Student Cost Length 41 pages

Grade Level Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Contains an analysis of merchandising together with assignment sheets designed for group instruction covering the related information taught in preparatory distributive education programs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title MISSION: LOSS PREVENTION

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $325.00 ($90.00 to rent) *Length* 16mm sound film 25 minutes

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A supervisory training aid for retail inventory shortage control. Filmed in a retail setting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN MERCHANDISING SERIES

Author *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $370.00 *Length* 174 slides 191 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Merchandising fundamentals plus several programs covering trends in important retailing and fashion areas are covered in this series, which contains 14 units in six programs. Fundamentals are discussed in three programs, Basic Rules of Selling, Display Roundup and Shopping Centers. They can be used for basic training in each of these vital aspects of the merchandising scene. Contemporary trends are stressed in the variety of new shops in the Boutiques program, New Store Directions and Profile of A Modern Store. These latter programs show how exciting retailing can be when colorful and creative talents are put to work to enhance the shopping experience.

Title MODERN RETAILING MANAGEMENT - BASIC CONCEPTS & PRACTICES

Author D. J. Duncan, C. F. Phillips and S. C. Hollander Date Pub. 1972

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student Cost $11.75 Length 722 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Outlines the many elements of change occuring in this field, with emphasis on the new techniques and managerial measures required for successful retail operation in the new environment. Many forces that are inducing change in retail structure and methods receive considerable attention. These forces include such things as market changes, consumerism, horizontal and vertical merger movements, and new informational and control technology.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NATURE AND CHARACTERISTICS OF MIDDLE MANAGEMENT IN RETAIL DEPARTMENT STORES

Author Harland E. Samson Date Pub. 1969

Publisher University of Wisconsin, Madison, WI

Teacher or Student Material Student Cost Free Length 176 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Presents an exploratory study of those factors influencing the nature and characteristics of middle management in the retail department store. The findings provide new insights and important clues concerning the characteristics, educational needs, duties, and projected needs for retail middle managers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OLD MASTERS OF RETAILING

Author Philip J. Reilly *Date Pub.* 1967

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $7.95 *Length* 224 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Tells the story of fifty pioneer-merchants whose efforts paved the way for today's multi-billion-dollar industry. Reveals classic solutions to timeless business problems, and places retailing in its historical perspective.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPERATIONS RESEARCH IN RETAILING: CASE STUDIES

Author ____ *Date Pub.* ____

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 34 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: A series of actual case studies, using the principle of operations research, is presented. Contains measuring advertising effectiveness, finding how to make field sales operations meet top management and a glossary

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PEOPLE, PROFITS, PLACES - A BLUEPRINT FOR RETAILING

Author Homer Hoyt *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $15.00 *Length* 104 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A research monograph of the location of additional retail stores in the United States in the last one-third of the twentieth century.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PICKETING - A CONCISE REVIEW FOR RETAILING

Author Louis Jackson *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 12 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Explains in concise form and in the language of the retailer, the various forms of picketing, the simple steps which a retailer should take when confronted by them and the pitfalls he should avoid so as not to run afoul of the law.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title POTENTIAL GROWTH LOCATIONS FOR DEPARTMENT STORES

Author Milton Leontiades *Date Pub.* 1968

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.00 *Length* 46 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Gives the view of an economist as to economic, demographic and locational factors to be weighed in choosing a store site in consideration of projected economic growth activities of the Federal Government and inter-industry development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRACTICAL PROBLEMS IN RETAIL MERCHANDISING

Author Murray Krieger *Date Pub.* 1969

Publisher Laboratory Institute of Merchandising
12 East 53 Street, New York, NY 10022

Teacher or Student Material Student *Cost* *Length* 168 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The problems contained in this book are all taken from real-work situations. They are the kind of problems merchandising personnel must deal with on a day-to-day basis.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF RETAILING

Author *Date Pub.* 1963

Publisher Vocational Instructional Material Laboratory
Lindsey Hopkins Education Center, Miami, FL

Teacher or Student Material Teacher *Cost* Free *Length* 9 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 96 clock hrs.

OBJECTIVES: The purpose of the course is to teach the student the basic principles and techniques of present-day merchandising, the language of merchandising, and the possibilities and potentials of a career in the field.

SUMMARY DESCRIPTION: Consists of a course outline entitled Merchandising Techniques. A bibliography is also included which lists the supplementary references used throughout the course by the instructor.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFIT AND COST ANALYSIS

Author *Date Pub.* 1966

Publisher Teaching Systems Corp., 334 Boylston Street, Boston, MA

Teacher or Student Material Student *Cost* *Length* 150 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Gives the retailing executive trainee the basic tools of analysis which enables him to understand how and why his department functions as it does, and which will eventually enable him to make his contribution to store profitability.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFITABLE MERCHANDISING TECHNIQUES

Author *Date Pub.* 1970

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $76.00 *Length* 34 slides 42 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Pinpoints important merchandising areas where a retailer can succeed or fail. Discusses store services as a goodwill and money-making device; unique department merchandising combinations and layouts; and effective in-store and out-of-store promotional gimmicks. Offered in four sections: Set I: Important Service Ideas; Set II: Imaginative Store Department; Set III: Effective Retailing Gimmicks; and Set IV: Winning Combinations of Merchandise.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title A PROGRAMMED SOLUTION FOR ESTIMATING RETAIL SALES POTENTIALS

Author Larry Blue and David L. Huff *Date Pub.*

Publisher University of Kansas, Lawrence, KS

Teacher or Student Material Student *Cost* *Length* 64 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To present a computer programmed solution for estimating sales of a proposed retail development.

SUMMARY DESCRIPTION: Centered around a simple yet important probability model for estimating sales of prospective retail firms. The nature of the program as well as the steps in using it are discussed. Three cases have been included that exemplify the use of the program, and can also be used as test cases.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROMOTING NEW MERCHANDISE AREAS

Author *Date Pub.* 1971

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $80.00 *Length* 38 slides 21 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how retailing meets its merchandising responsibilities in two specific store events--both particularly relevant to today's shopping habits. Case histories cover a wide range of subject areas including window and in-store display, signage, mannequins, selling techniques, merchandising presentation, departmental coordination, retailer-resource coordination and advertising. Topics include: Reaching the Consumer, Designs that Drew Crowds, Loom of Fashion, Appeal to Youth, Customers Get Involved, Advertising Sets the Tone, Traffic is Created, Selling at the Fair, and Trend to Individuality.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Resource List. Commentary and discussion questions are included.

Title PROMOTION EXCHANGE

Author *Date Pub.* Monthly

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Teacher *Cost* $11.00 *Length* 4 to 6 pages per issue

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A newsletter for Sales Promotion, Advertising, Publicity and Display Managers geared to retail marketing in the '70's. There are promotion ideas, tips and important information for every size store from item featuring to total store image in each issue.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title QUALITY AND TASTES AS SALES APPEALS

Author Robert M. Myers *Date Pub.* 1967

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 4 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses some of the things which small retailers can do to satisfy the demand for good quality and taste in products.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN MODERN RETAILING

Author *Date Pub.* 1969

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $12.00 *Length* 483 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: An anthology of 37 classic statements on important facets of retailing by noted store heads, administrators, merchandisers, economists, researchers, manufacturers, consultants and creative critics. Sections deal with the new retailer, the new customer, marketing, company organization, scientific merchandise management, the shop concept, fashion impact, vendors and brands.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A REPORT OF A STUDY OF ORGANIZATION IN A MULTI-UNIT DEPARTMENT AND SPECIALTY STORE

Author *Date Pub.* 1961

Publisher National Retail Merchants Association 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 70 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes current multi-unit organization practices, their advantages and disadvantages as well as recommendations for improving such organizations. Explores history and development of organization, single unit stores, advent of branches, main store plus branches, organizational objectives, and effective implementation of organization changes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL BUSINESS MANAGEMENT

Author Karen Gillespie and Joseph Hecht *Date Pub.* 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $9.75 *Length* 596 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:
(1) To identify the classification of retail businesses and the laws and governmental activities that affect retailing.
(2) To sharpen skills in communications, mathematics, and record-keeping.
(3) To help formulate and implement effective merchandise and inventory control plans.

SUMMARY DESCRIPTION: Provides a comprehensive, up-to-date presentation of retailing principles and practices.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Key ($2.75), Projects and Activities

Title RETAIL MANAGEMENT

Author William R. Davidson and Alton F. Doody *Date Pub.* 1966

Publisher Ronald Press, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 905 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Divided into 4 parts. Part I provides an orientation to the managerial study of retailing by giving attention to its distinctive features and by relating the marketing concept to the retailing process. Part II - concepts of organization have been broadened to emphasize shiftability of functions among levels of distribution channels and to other agencies. Part III - discussion of certain topics which are normally handled by technical staff specialists. Part IV contains cases and problems in the field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL MANAGEMENT CASES

Author Douglas J. Dalrymple and Donald L. Thompson *Date Pub.* 1969

Publisher Free Press, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 296 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Contains 41 cases that set forth the facts surrounding particular business situations occurring in various sizes and types of business organizations. The cases, for which the student must provide analyses and develop solutions, are divided into 10 categories representing such major retailing problems as store location, personnel, customer relations, expense control, and allocation of space.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL MANAGEMENT CASES

Author Houston G. Elam and David J. Rachman *Date Pub.* 1969

Publisher Educational Book Division
Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* ______ *Length* 113 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: The cases offered are divided into three major areas: goods and services, physical distribution, and communication. However, all of the management problems considered in these areas are related to the firm's external environment and particularly to the consumer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL MERCHANDISING

Author Harland E. Samson and John W. Wingate *Date Pub.* 1968

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $7.08 *Length* 643 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers all phases of retailing such as: financing, buying, selling, pricing, display, stock control, stock organization, advertising, and government regulation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Study Guides and Projects ($2.36), and Tests and Examination ($ .36)

Title RETAIL MERCHANDISING AND PROMOTION

Author A. Hamilton Chute *Date Pub.* 1966

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 16 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography dealing with the broader concepts of merchandising in line with the typically broader authority and accountability of buyers or department managers in independent retail establishments. The list includes both U. S. Government and nongovernmental publications and some of the names of the national retail trade associations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL ORGANIZATION

Author *Date Pub.* 1966

Publisher University of the State of New York, Albany, NY

Teacher or Student Material Teacher *Cost* *Length* 18 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To assist directors of adult organizations and teachers of courses in retail organization.

SUMMARY DESCRIPTION: Describes the various aspects of store organization, identification of personnel to perform required activities, assignment of responsibility and provision for control and harmonious working relationships.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL REVOLUTION SERIES

Author *Date Pub.* 1965

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $220.00 *Length* 135 slides 149 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of black & white and color 35mm slides, divided into four programs, showing important retailing changes of the 1960's, and taking a look at likely developments in the early 1970's. The programs focus on four main themes: the impact on retailing of suburban development, new competitive selling techniques, the challenge of meeting the modern customer's needs and wants, and the problems of keeping up with distribution and technological advances.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Printed script, discussion questions, and tape commentary are included.

Title RETAIL SALES PROMOTION ENCYCLOPEDIA, VOL. III

Author *Date Pub.* 1972

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Both *Cost* $40.00 *Length* 300 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Retail sales promotion ideas with actual case histories. Covers any and all types of promotions for all occasions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL STORE SECURITY

Author ____ *Date Pub.* 1968

Publisher New Jersey Retail Merchants Association, P.O. Box 22, Trenton, NJ 08601

Teacher or Student Material Student *Cost* ____ *Length* 16 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES: To provide some of the established procedures stores should follow for attaining maximum store security.

SUMMARY DESCRIPTION: Provides information on problems of shoplifting, bad checks, and store security.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILERS' GUIDE TO GUARANTEES

Author ____ *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 16 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: A guide for retailers who have anything to do with guarantees. Includes how to meet FTC requirements for guarantees, how to write guarantees that sell merchandise, how to develop advertisable guarantees, how to tie guarantees to the "consumer information" trend, and how to make guarantees improve store image.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING

Author Delbert J. Duncan and Charles F. Phillips Date Pub. 1963

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student Cost $8.50 Length 785 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Topics include: the retail revolution, careers in retailing, the retail store, retail organization, buying, receiving, pricing, sales promotion, customer services, and retail control.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING

Author Elizabeth Heidbreder Date Pub. 1966

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both Cost Free Length 8 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Bibliography that lists U. S. Government and nongovernmental publications that should assist prospective and current owners of small retailing businesses to plan, organize, direct, coordinate, and control their business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING: AN ECONOMIC VIEW

Author Douglas J. Dalrymple and Donald L. Thompson *Date Pub.* 1969

Publisher Free Press, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 389 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a new approach to the study of retailing. It makes effective use of economic analysis rather than the traditional descriptive treatment so that the reader may gain a deeper and more enduring understanding of the fundamentals of retailing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING INTERNATIONAL 1969-1970

Author ______ *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $10.00 *Length* 163 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A volume on international retailing, covering topics such as management planning for EDP, credit in the world's economy, trends in retailing, retailing of the future around the world, management communication and sales training, and developments in low margin mass merchandising. Each topic is broken down into sub-categories and reported on by a successful international retailer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING: MODERN CONCEPTS AND PRACTICES

Author Delbert J. Duncan and Roger H. Hermanson *Date Pub.* 1970

Publisher Learning Systems Company, 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* $3.25 *Length* 184 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This Programmed Learning AID is organized into seven major divisions: (1) the retail revolution; (2) the major requirements for starting and successfully conducting a retail enterprise; (3) the store itself; (4) store organization and personnel management; (5) merchandise management; (6) sales promotion and customer service; and (7) retail control.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Two sets of review questions and a final examination of multiple-choice questions, all with answers, are included.

Title RETAILING OPPORTUNITIES IN FEDERAL URBAN RENEWAL PROJECTS

Author Mary Alice Hines *Date Pub.* $4.50

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $4.50 *Length* 118 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES.

SUMMARY DESCRIPTION: Explores the current stage of retail redevelopment with government assistance. Chapters include: Descriptions of Retailing in Federal Urban Renewal Projects, Federal Legislation, Locational Factors Associated with Retailing in Federal Urban Renewal Projects. Extensive tables giving characteristics, percentages, sizes, etc., of retail redevelopment are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title	RETAILING PRINCIPLES AND PRACTICES		
Author	Richert, Meyer, Haines, and Harris	*Date Pub.*	1974
Publisher	Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520		
Teacher or Student Material	Student	*Cost*	
Length			
Grade Level	Secondary	*Suggested Time of Use*	1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Reflects changes affecting retail merchandising including the impact of fashion, changing social standards, and new technology in communications and data processing. Divided into 72 parts to facilitate lesson planning, the content is presented in levels paralleling students' career advancement. Twenty-four end-of-unit case studies plus problems and projects are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key, Problems and Projects (Units 1-7; 8-14), and Objective Tests

Title	THE RETAILING REVOLUTION REVISED		
Author	James R. Lowry	*Date Pub.*	1969
Publisher	Ball State Teachers College, Muncie, IN		
Teacher or Student Material	Student	*Cost*	
Length	30 pages		
Grade Level	Secondary/Collegiate/Adult	*Suggested Time of Use*	

OBJECTIVES:

SUMMARY DESCRIPTION: Reviews the discount store industry and the revolutionary character of the retail structure in the United States during the 1960's.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SECURITY CONTROL: EXTERNAL THEFT

Author Bob Curtis *Date Pub.* 1971

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $15.00 *Length* 384 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Every conceivable cause of external loss is examined in depth: riots, robbery, shoplifting, pilferage, bad checks, credit frauds, etc. The problems are explored and advice is given on how to solve them and plug the profit drain.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SECURITY CONTROL: INTERNAL THEFT

Author Bob Curtis *Date Pub.* 1973

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $15.00 *Length* 384 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses why employees steal, how to spot the high-risk employee, the methods of theft used by employees, how to investigate and interrogate employees; and, most important, how to create a working environment that will minimize employee thefts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SILENT CRIME

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $375.00 ($105.00 to rent) *Length* 16mm sound film 17 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how thieves operate and how salespeople can counter attack shoplifting attempts by professionals and amateurs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Discussion Leader's Manual

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Title SMALL BUSINESS BIBLIOGRAPHY

Author William B. Logan *Date Pub.* 1968

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Teacher *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: To provide a list of places for information concerning training of retail salespeople

SUMMARY DESCRIPTION: This list of publications and trade associations provides materials and sources of interest to small retailers who want to train their salespeople.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SMALL BUSINESS BIBLIOGRAPHY

Author Joseph D. McEvilla *Date Pub.* 1970

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: To acquaint the small businessman with drugstores and to give him a bibliography of pamphlets which he can obtain.

SUMMARY DESCRIPTION: This bibliography lists books and other publications, including periodicals, which provide information on retail drugstore management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STOCK SHORTAGES...THEIR CAUSES AND PREVENTION

Author *Date Pub.* 1959

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 66 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A report reflecting a concerted analysis of stock shortages through a special forum of control, merchandising and operating executives as well as top management. Analyzes the major causes and suggests effective means for their prevention.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STOP THE SHOPLIFTER

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $25.95 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Detailed descriptions of the many methods shoplifters use which will enable one to spot them quickly before they get started. How to stop shoplifters and associated crooks without personal risk and without exposing your employer to lawsuits.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STOP THE SHORT CHANGE ARTIST

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $45.00 *Length* 2 sound filmstrips
(Audio version w/o filmstrips $12.95)

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: How to spot the short change artist and the step-by-step methods they employ. How to stop these crooks without personal or business risk.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STORE CHOICE - A CASE STUDY OF CONSUMER DECISION MAKING

Author H. Lawrence Isaacson *Date Pub.* 1966

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.00 *Length* 83 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A study of women customers which discloses the motives involved in where they shop and their reaction to different types of stores: Discount, Specialty, Neighborhood, Basement, and Department. In addition, it discloses their reaction to advertising, where they are apt to shop for what and their reactions as compared to store management predictions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STORE SECURITY: CHECK CASHING PROCEDURES & CASH HANDLING CONTROL

Author Dean A. Hawley *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 64 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* four 2-hour sessions

OBJECTIVES: The student should be able to: identify payroll, personal, government, and bank checks; to become aware of the reasons for being careful and conscientious in cashing customers' checks; to be able to identify as unacceptable counter checks or checks without required MICR encoding; to be able to identify properly and improperly filled out checks; to be able to determine if an endorsement is required, and if so, to examine the endorsement to see that it is correct; and to be able to courteously and properly handle suspicious checks and customers.

SUMMARY DESCRIPTION: A program to train employees about the problems with handling checks in a retail store, including a section on short change artists.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Handouts and transparency masters are included.

Title STORE SECURITY: INTERNAL SHRINKAGE CONTROL

Author Richard Everhardt *Date Pub.* 1973

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 100 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ten 1½-hour sessions

OBJECTIVES: The student should be able to: define and explain what internal shrinkage is; explain why internal shrinkage is such a big problem; discuss the three major areas which contribute to internal shrinkage; list other areas of shortages which contribute to shrinkage; and understand the relationship between the three major areas of shrinkage and the overall shrinkage problems.

SUMMARY DESCRIPTION: A ten-session training plan to alert managers to the problems of losses from within the retail store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Transparency masters, handouts, film resources and student activities are included.

Title STORE SECURITY: REDUCING SHOPLIFTING

Author Jerry Garman and Robert Minsel *Date Pub.* 1973

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 58 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ________

OBJECTIVES: The student should be able to: identify the nature of the shoplifting crime; to explain and contrast the various psychological motives emerging in our society; to identify the ten types of shoplifters and differentiate activities of each; to list the major factors that contribute to shoplifting; and to identify the methods retail personnel can utilize in reducing shoplifting losses.

SUMMARY DESCRIPTION: Designed to pinpoint the methods used by shoplifters, their motives, how to deal with them, and how to protect a business against them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Handouts, case studies, tests and a complete teaching outline are included.

Title STORE SHRINKAGE: EMPLOYEE PILFERAGE/CUSTOMER THEFT

Author *Date Pub.* 1973

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $80.00 *Length* 34 slides

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Explains the problems of store shrinkage and how they can be prevented.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title STORES, THE RETAIL MANAGEMENT MAGAZINE

Author *Date Pub.* Monthly

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* 1 year $10.00
Single copy $1.50 *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The official NRMA publication for retail management. Contains feature stories on the industry, trends and fashions, and "how to" items. Ideas for independent stores, viewpoints, executive report, legal briefs, and listing of NRMA current conferences and publications are included in each issue.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE STORY OF SEARS, ROEBUCK & CO.

Author *Date Pub.* 1961

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $1.00 *Length* 94 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The story of the growth of the world's largest general merchandise retailer. Discusses its successful methods of promotion, labor relations, selling, advertising display and telephone sales.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STRATEGY PROBLEMS OF MASS RETAILERS AND WHOLESALERS

Author M. P. Brown, W. Appletaum and W. J. Salmon *Date Pub.* 1970

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* $12.00 *Length* 847 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers selected major strategy problems of large-scale retail and wholesale enterprises. These problems center on issues of growth and expansion, marketing, merchandising, promotion, and matters of long-range planning.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A STUDY OF CONSUMER FRUSTRATIONS

Author Charles J. Collazzo, Jr. *Date Pub.* 1963

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.00 *Length* 148 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Study on what consumers think about stores. Consumers are carefully defined by income, occupation and other important characteristics. Includes factors influencing shopping behavior, retail institutions and practices, store choice and clerk service, attitudes to merchandise selection, shopping frustrations, a statistical analysis of demographic influences on shopping attitudes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TEENAGE SHOPLIFTING: WHAT ONE COMMUNITY DID ABOUT IT

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $5.25 *Length* 40 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Case study of how one community turned words into actions and successfully campaigned to serve their children and retail community by reducing juvenile pilferage.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TEENAGERS BEWARE: SHOPLIFTING IS STEALING

Author ______________________ Date Pub. ______

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost 100 for $5.00 Length 8 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrated pamphlet designed to impress children and their parents with the serious consequences of shoplifting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Two Anti-Teenage Shoplifting Posters prepared for display in conjunction with the distribution of the pamphlet. ($ .75 each)

Title TERMS OF SALE

Author ______________________ Date Pub. 1966

Publisher Teaching Systems Corp., 334 Boylston Street, Boston, MA

Teacher or Student Material Student Cost ______ Length 176 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to instruct retail management trainees in the meaning and practical significance of cash discounts, transportation costs, and dating terms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 3 STUDIES IN RETAIL RESEARCH

Author *Date Pub.* 1965

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.00 *Length* 149 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Provides study in the areas of personnel management and administration, effectiveness of sales training programs and the allocation of resources in department stores such as the assignment of funds for merchandise inventory and promotion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 256 TESTED PROMOTION IDEAS FOR MEN'S WEAR RETAILERS

Author Neal Fahy *Date Pub.* 1959

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $1.00 *Length* 56 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A guide with tested promotions for every business day of the year. Ideas for reactivating accounts, Father's Day, credit plans, co-operative promotions, giveaways and premiums, fashion shows, and public relations guarantees. Contains illustrative examples of successful promotional ideas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title – UNDERSTANDING INVENTORY

Author *Date Pub.* 1967

Publisher Teaching Systems Corp., 334 Boylston Street, Boston, MA

Teacher or Student Material Student *Cost* *Length* 180 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Introduces retail management to the accounting methods used to evaluate the merchandise on hand and to determine the cost of the merchandise sold during a specific period. Shows how the value of the inventory affects the monthly statements.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title VARIETY STORES

Author Pearce G. Kelley *Date Pub.* 1965
Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 8 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: References cited were selected to help those interested in variety store retailing to gain an understanding of these changes as well as basic knowledge of the field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WATCH OUT FOR THAT THIEF

Author *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 28 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A booklet on: who are the shoplifters, what a lifter looks like, when and where they operate, what they steal, how merchandise is stolen, professional devices used, how to stop shoplifters, and other types of store thieves--pickpockets, short-change artists and fraudulent charge plate users.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WATCH OUT FOR THAT THIEF

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Teacher *Cost* $18.00 *Length* 12 posters

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A series of posters showing the shoplifter at work.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WATCH OUT FOR THAT THIEF

Author Date Pub. 1971

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost Length 40 slides

Grade Level Secondary/Collegiate/Adult - Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates the methods commonly used by shoplifters and how an alert sales force will be able to thwart thieves to reduce shoplifting losses.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHAT EVERY RETAILER SHOULD KNOW ABOUT THE LAW

Author R. Duffy Lewis and J. Norman Lewis Date Pub. 1969

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both Cost $5.00 Length 100 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES: To inform retailers concerning laws that pertain to their particular business.

SUMMARY DESCRIPTION: Deals with the problems, restrictions and rights of retailers under the law. Covers the retailer and his customer, problems concerning orders and deliveries, government restrictions, and the retailer and his employee.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SALESMANSHIP

Title APPLIANCE SALES TRAINING KIT

Author *Date Pub.* 1970

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $45.00 *Length* 8 manuals

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Kit consists of eight manuals covering the sale of various appliances. The titles of the eight manuals are: Cooling and Heating Equipment, Dishwashers and Disposers, Home Entertainment Equipment, Home Laundry Equipment, Ranges and Cooking Units, Refrigerators and Freezers, Small Electric Appliances, and Selling and Management in Appliance Retailing. Manuals are also sold separately.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Appliance Answer Book ($7.00)

Title APPROACH

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational
Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: How to properly dramatize your sales approach to gain attention from the start. Sales call notes. The powers of curiosity and creativity --how to arouse them. Anticipating objections. Applying imagination in the selling process.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC RULES OF SELLING

Author *Date Pub.* 1968

Publisher Fairchild Publication, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $27.00 *Length* 14 slides 18 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A dramatization of a sale starting with the customer's initial interest in a window display. Uses a traditional selling relationship between a customer and a salesperson--with both the right and the wrong approach demonstrated--to point up the importance of neatness, politeness, knowing the merchandise, handling the merchandise with respect, avoiding overselling, suggestion selling, and knowing how to close the sale.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE BASICS OF SUCCESSFUL SALESMANSHIP

Author Willard Mead Thompson *Date Pub.* 1968

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* *Length* 291 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Programmed text to help the student master the eleven key elements of salesmanship which have been thoroughly tested by salesmen in all fields. This new kind of salesmanship stresses customer-oriented selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title THE BENEFIT APPROACH TO SALES TRAINING

Author *Date Pub.*

Publisher Bevin Enterprises, P. O. Box 85, Moraga, CA 94556

Teacher or Student Material Student *Cost* *Length* 60 slides or 60 transparencies

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasizes the basic principle that the salesman who learns how to sell benefits effectively will be more successful than he was before.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BETTER CUSTOMER RELATIONS SERIES

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Teacher *Cost* Single unit $235.00 $645.00 for series *Length* 3 films

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Three package units, each including a 16mm sound color motion picture. The three subjects are: Welcome, Stranger, the magic of a smile explained, how to show friendliness, reflect your best self; use the customer's name, etc.; Promises, Promises, how to use warranties, brochures, booklets, handle time promises; Thank you, Mrs. X, the why's and wherefore's of developing a good sales closing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Six full color posters and 15 pocket reminders are included.

Title BULLETIN BOARDS: SALESMAN'S APPEARANCE

Author Cathy Ashmore *Date Pub.* 1973

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $1.00 *Length* 21 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Using cartoon animals to illustrate appearance problems, this is a set of bulletin board illustrations and headlines which could be used individually or on a bulletin board or in a display window. There are 11 animals with sub-heads and a major headline which reads, "Do Good Looks Count in Selling? Most of What the Customer Sees is You."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CARE AND FEEDING OF CUSTOMERS

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Four prime objectives of follow-up calls. The most effective and economical method of advertising. How to obtain leads from a satisfied customer. How to avoid losing prospects and alienating customers. How to deal with people who pressure you for unrealistic delivery dates. How to deliver a product with showmanship. The date reminder system.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASHIERING FOR SALES PEOPLE

Author *Date Pub.* 1968

Publisher Vocational Teacher Education Service
Lindsey Hopkins Education Center, Miami, FL 33132

Teacher or Student Material Student *Cost* *Length* 15 pages

Grade Level Secondary *Suggested Time of Use* 90 hours

OBJECTIVES: (1) To assist the student in becoming a more responsible representative of the retail food store industry; (2) To explore the retail food industry, its problems, limitations, merchandising techniques, and needs of consumers; and (3) To acquaint the student to the overall function and operation of the check-out stand.

SUMMARY DESCRIPTION: Discussion of the history and development of the retail food industry is accompanied by a study of the various operational and departmental functions of a retail food store. The student is taught to become a courteous, conscientious worker, one with efficient and accurate checker-cashier skills. The mechanics of operating a modern check-out stand and cash register are examined, as well as how to handle specific customers and register errors and adjustments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHANGE MAKING DRILLS

Author Merle W. Wood *Date Pub.*

Publisher Western Tape
Box 69, 2273 Old Middlefield Way, Mountain View, CA 94042

Teacher or Student Material Student *Cost* $30.00 *Length* 2 tapes
24 lessons

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Sixty change making problems which become progressively more complex. All conceivable change situations are presented and students receive complete exposure to change making procedures. Solutions to problems are given.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's guide and key and spirit master set of change analysis sheets are included.

Title CLINCHING RETAIL SALES

Author Robert Jerome *Date Pub.* 1959

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $1.00 *Length* 34 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A training manual for men's wear salesmen, covering sales and service, from the initial greeting to the final sale. Advice on determining the customer's needs, proper fitting, suggestion selling, building a store image.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COAST TO A CLOSE

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Three important "qualifications" of every prospect. Making the close an integral part of sales presentations. How and when to apply gentle pressure for an immediate buying decision. How to use the "Impending Event" close. How to play the averages. The value of careful listening. When to challenge a prospect to say "No" and why you should not stop selling if he does.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COLLEGE SALESMANSHIP

Author Robert E. Hampton and James B. Zabin *Date Pub.* 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $7.00 *Length* 530 pages.

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES: To prepare the student for occupational competency at either the management or mid-management level in sales and sales-related positions.

SUMMARY DESCRIPTION: Although the major emphasis is on selling, other marketing activities are included such as: advertising, market research, product research and development. The text explains how these and other marketing activities interact and how personal selling is supported by these other marketing activities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Key ($2.20)

Title COMMUNICATIONS

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Improving sales results by improving communications--how to do it. Roadblocks to better communications--overcoming them. Eliminating unnecessary words and phrases. Influencing people to act the way you want. Overcoming "people problems".

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COMPETING FOR THE MODERN SHOPPER

Author Date Pub.

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost $60.00 Length 32 slides 37 minutes

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A look at the changing characteristics of the modern shopper--her increased level of education, sophistication, independence. Covers new retail merchandising techniques, and changing resource patterns. Emphasis placed on the multi-billion-dollar leisure market, the service-for-profit field, "culture" merchandise, the "shop concept", and importance of imports.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE "CRACKERJACK" SALESMAN

Author Date Pub.

Publisher The Center for Cassette Studies, Inc.
8110 Webb Avenue, North Hollywood, CA 91605

Teacher or Student Material Student Cost $12.95 Length cassette 28 minutes

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Experts discuss proper incentive for motivating the sales force. Some of the questions discussed are: What motivates a salesman? How does a company's competition affect the salesman's attitude? Is advertising important to the motivation of a salesman? How are salesmen, who may be lonely and frustrated, kept motivated? What is low-pressure selling? Is the salesman more important to the customer than the product?

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREATIVE SALESMANSHIP

Author **Date Pub.**

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student **Cost** $23.50 **Length** 4 audio lessons

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: What it means in improving sales. A step-by-step formula for stimulating creativity. A major key to developing creative sales-building ideas. How to turn failures into successes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREATIVE SELLING

Author H. Webster Johnson **Date Pub.** 1966

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student **Cost** $4.92 **Length** 368 pages

Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Develops the kind of sales techniques that will convince the customer of the integrity of the salesman and his product.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: [illegible]

Title CUSTOMER SERVICE PEOPLE

Author *Date Pub.* Weekly

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* per copy $ .30 *Length* approx. 4 pages per issue

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A newsletter designed to serve as the trade journal of salespeople to help them rediscover the importance of their job, better understand the consumer of today, and to provide a medium of exchange for their thoughts, ideas and problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CUSTOMERS DON'T BITE: SELLING WITH CONFIDENCE

Author Jules Steinberg *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $5.95 *Length* 192 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the essentials of successful selling as perceived through logic, psychology and experience.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE D-I-G METHOD OF SELLING

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $5.95 *Length* 1 audio lesson

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A practical, simplified system for persuading prospects and customers to say "yes."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DARTNELL SALES AND MARKETING SERVICE

Author *Date Pub.*

Publisher Dartnell, 4660 Ravenswood Avenue, Chicago, IL 60640

Teacher or Student Material Student *Cost* *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To supply one with the material he can use to increase the effectiveness of his sales force.

SUMMARY DESCRIPTION: Reference file that covers 12 major classifications of sales and marketing activities. Covers all the functions from hiring salesmen through sales policy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ESSENTIALS OF MERCHANDISE INFORMATION: NONTEXTILES

Author L. Levy, R. Q. Feldman and E. Corenthal *Date Pub.* 1968

Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017

Teacher or Student Material Student *Cost* $7.60 *Length* 336 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with specific non-textile items: how materials and manufacturing processes affect quality, pricing and appearance; care and maintenance; quality features; selling information and techniques. A Salesman's Glossary is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($1.00), and Workbook ($1.50)

Title FACTS ABOUT MERCHANDISE

Author William B. Logan and Helen M. Moon *Date Pub.* 1962

Publisher Educational Book Division
Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* $6.57 *Length* 304 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES: Provide up-to-date information about products sold in the retail market.

SUMMARY DESCRIPTION: Presents a description and analysis of the products most frequently bought and sold in department stores.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Film Lists ($2.20)

Title FUNDAMENTALS OF SELLING

Author John Wingate and Carroll Nolan *Date Pub.* 1969

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $6.68 *Length* 595 pages

Grade Level Secondary *Suggested Time of Use* ________

OBJECTIVES: (1) To help the student give intelligent consideration to the possibility of making selling a career; (2) To train the student to evaluate sales appeals and sales techniques; (3) To give the student an appreciation of the key place of selling in the marketing of goods and services; and (4) To develop interest in and knowledge of the general principles of selling.

SUMMARY DESCRIPTION: Basic principles of effective selling are emphasized and applied to all types of sales activities with attention given to retail selling and selling as a career.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Workbook ($1.88), and Tests 1-4 ($ .36)

Title HOW TO KEEP CUSTOMERS BUYING

Author ________ *Date Pub.* 1961

Publisher MEG Sales Education, The National Cash Register Company
NCR Education Center - Sugar Camp, Dayton, OH 45479

Teacher or Student Material Student *Cost* 25 for $5.00 *Length* 24 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ________

OBJECTIVES: To discuss the salesperson's duties and responsibilities in a self-service store.

SUMMARY DESCRIPTION: Deals with the new terminology in mass merchandising, store layout, the idiosyncrasies of today's self-service shopper, and the sales person in this relatively new retail environment. Also discussed are handy tips on self-service selling as well as the key points to be constantly practiced by the salesperson in a mass-merchandising store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title JINGLE BELL PRE-CHRISTMAS TRAINING

Author R. James Rich, Jr. *Date Pub.* 1971

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 62 pages

Grade Level Adult *Suggested Time of Use* four 2-hour sessions

OBJECTIVES:

SUMMARY DESCRIPTION: A complete outline of the necessary elements in establishing and teaching a pre-Christmas sales training program. This includes the author's promotional efforts, a teaching outline, handouts, and suggestions for success.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title KNOW YOUR MERCHANDISE

Author I. A. Wingate, K. R. Gillespie and B. C. Addison *Date Pub.* 1964

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $6.72 *Length* 672 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Explains the composition of various products and how these products can be used most effectively by the consumer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($2.40), Laboratory Manual ($2.67), and Key for Laboratory Manual ($1.60).

Title LISTENING/PROSPECTING

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The important first step in prospecting. Where to concentrate your sales efforts and how to correctly identify your best sales prospects. Getting referrals. Why some salesmen are afraid to sell. "Cold" canvassing. How to pick up important buying clues. The problem of faked attention and how to recognize it. What you should listen for when the buyer is talking. Deaf spots in your listening ability--recognizing them, what to do to correct them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAKING COURTESY WORK FOR YOU

Author *Date Pub.* 1965

Publisher Teaching Systems Corp., 334 Boylston Street, Boston, MA

Teacher or Student Material Student *Cost* *Length* 82 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Programmed manual designed to furnish the retailer with an inexpensive, self-instructional and effective method of training sales personnel. It teaches the retail sales person the basic techniques of courteous selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAKING SUGGESTIONS TO INCREASE SALES

Author *Date Pub.*

Publisher Teaching Systems Corp., 334 Boylston Street, Boston, MA

Teacher or Student Material Student *Cost* *Length* 82 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Teaches the retail sales person the basic techniques of selling effectively through suggestions. Shows how this leads to more sales and to greater customer satisfaction.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN APPLIED SALESMANSHIP

Author Allan Reid *Date Pub.* 1970

Publisher Goodyear Publishing Co., Inc.
15113-15 Sunset Boulevard, Pacific Palisades, CA 90272

Teacher or Student Material Student *Cost* $10.95 *Length* 463 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Globally-oriented book on selling which has a goal-setting, management-oriented principles approach. Presents principles, problems, and solutions with the needs of the beginner always in mind. Organized into topic paragraphs, with headings and subheadings underlining the topics covered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN SALES TECHNIQUES

Author *Date Pub.* 1968

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 31 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: An outline for sales training which takes the instructor and students through the five selling steps in a concise organized manner.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MONEY UNLIMITED FOR RETAIL SALESMEN

Author Paul Rosenthal *Date Pub.* 1967

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $1.75 *Length* 64 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes selling methods that promise greater earnings and includes material and psychological rewards for good performance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE MONTGOMERY WARD PRE-CHRISTMAS TRAINING MANUAL

Author Fred Palcho and John D. Mattingly *Date Pub.* 1969

D. E. Materials Lab

Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 90 pages

Grade Level Secondary *Suggested Time of Use* 16 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A manual directed specifically to those who are preparing for employment with Montgomery Ward. Deals only with procedures and techniques of Montgomery Ward. A large audiovisual supplement is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MYSTERY OF SELLING TO WOMEN

Author Elizabeth Ann Toth *Date Pub.* 1973

D. E. Materials Lab

Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 89 pages

Grade Level Secondary *Suggested Time of Use* 16 hours

OBJECTIVES: To help salespeople increase sales volume by the use of the techniques of motivation, communication, and human engineering.

SUMMARY DESCRIPTION: Salesmanship manual with the emphasis on dealing with the woman customer. Contains a brief teaching outline.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NAME OF THE GAME IS SELL

Author Budd Gore *Date Pub.* ______

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.00 *Length* 48 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Points up the need for belief in selling, faith gained in making enough calls, for honesty and what it produces, for enthusiasm and its contagious value, for helpfulness, for curiosity wisely employed and many other attributes to employ to be a successful sales person, regardless of product or service.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OBJECTIONS

Author ______ *Date Pub.* ______

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: How to discover hidden objections--beating objections to the punch. What to do when you have handled an objection and it still stands in the way of a sale. Different kinds of objections--how to handle each of them. The emotional impact of money--how to use it to your selling advantage. What to do if your product does not answer a customer's objections.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSON-TO-PERSON SELLING

Author Seymour Helfant *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $6.00 *Length* 64 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of 13 lessons in salesmanship for sales people from welcoming the customer to the clerical part of the sales transaction.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE PERSONAL TOUCH

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $110.00 *Length* 15 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A visual training program to instruct sales personnel on the value of "personal touch" for customers. Gives examples of the effects of a smile from the girl at the wrapping desk to the effort of a salesgirl tracking down an unusual item. Available in the following formats: 35mm slides or 35mm filmstrip, tape cassette, reel-to-reel tape or 33 1/3 rpm record.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE POWER OF PROPOSAL SELLING

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $34.00 *Length* 6 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The philosophy of proposal selling and how to use it to greatly increase sales. How to develop written and verbal proposals which dramatize needs and benefits, close the sale and get the order.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRE-APPROACH

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The importance of words and ideas in selling--how to find the right ones. How to turn objections to advantage. Overcoming doubts. Prospecting for customers--different methods and how best to use them. The importance of "qualifying" the prospect as a first step in selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF PERSONAL SELLING

Author *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $3.75 *Length* 133 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A sales training manual for junior executive trainees. Provides role playing situations to speed the learning of best ways to sell. Defines roles of the sales person and personal selling in fashion distribution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title PRINCIPLES OF SALESMANSHIP

Author Richard Howland *Date Pub.* 1972

Publisher Learning Systems Co., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* $3.25 *Length* 151 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A programmed learning aid designed to supplement basic textbooks in the subject area or be a major source material for studying the principles and techniques of selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFITABLE SALESMANSHIP

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $5.95 *Length* 1 audio lesson

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: It's not enough just to make sales. The salesman should also make sure his sales are profitable to his company.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROGRAMMED INSTRUCTION COURSE FOR THE D. E. STUDENT

Author Millicent Alter and John W. Blyth *Date Pub.* 1967

Publisher Argyle Publishing Co., 200 Madison Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* *Length* 272 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A "how to" course on: greeting every prospect in a friendly manner; using an approach most likely to make the prospect your customer; determining the prospects wants and preferences; selecting the appropriate merchandise; and presenting it effectively.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROSPECT ANALYSIS NO. 1

Author ____ *Date Pub.* ____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Observation and interrogation, important first sales steps. The secret of a good presentation. The problem-solving approach to selling. How to ask questions and interpret feedback.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROSPECT ANALYSIS NO. 2

Author ____ *Date Pub.* ____

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: How to handle different types of prospects and increase their desire to buy. How to decide on selling strategy. Reinforcing the sale.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL SALESMANSHIP

Author *Date Pub.* 1968

Publisher Addison-Wesley, Reading, MA

Teacher or Student Material Student *Cost* *Length* 82 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES: To teach essential skills for successful retail selling.

SUMMARY DESCRIPTION: Programmed instruction which offers a basic foundation of selling techniques for the beginner in the retail field, and supplements and strengthens the experienced salesman's existing skills. All the important areas of retail selling are covered, including approaching the customer, finding out customer needs, selecting and showing specific merchandise, helping the customer make a purchase decision, and closing the sale.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL SALESMANSHIP

Author F. E. Hartzler *Date Pub.* 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $2.73 *Length* 122 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A programmed text. At the beginning of each chapter of the text the student is given specific learning objectives. These objectives center around the performance requirements of the job. Introductory stories also appear in narrative form which involve the student with selling problems commonly faced by the beginning salesman.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($ .80)

Title RETAIL SELLING

Author Bodle and Corey *Date Pub.* 1972

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $5.85 *Length*

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Preparation for retail selling including: selling, stock-keeping, completing sales slips, cashiering, wrapping, and maintaining a work station.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($2.40), Laboratory Manual ($2.37), and Key to Laboratory Manual ($1.60).

Title SALES HORIZONS

Author Kenneth B. Haas and Enos C. Perry *Date Pub.* 1968

Publisher Educational Book Division
Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* $[illegible].61 *Length*

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Trains students for both consumer buying and careers in selling. Covers all aspects of modern selling and marketing using popular language in narrative style.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide to Text, Workbook, and Chapter Tests ($1.65), Guided Projects ($1.86), and Chapter Tests ($ .87).

Title SALES MANAGEMENT, CONTEMPORARY PERSPECTIVES

Author J. Allison Barnhill Date Pub. 1970

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student Cost $5.75 Length 500 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Introduces contemporary material on such subjects as: buyer behavior, communication, international marketing, industrial selling, and technology of sales management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES AND MARKETING

Author K. O. Meyers Date Pub.

Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017

Teacher or Student Material Student Cost $119.00 Length 70 transparencies

Grade Level Secondary/Adult Suggested Time of Use

OBJECTIVES: To help students increase their skills and marketing knowledge.

SUMMARY DESCRIPTION: Helps students learn the art of selling and the techniques of marketing. Included are worksheets to further involve the student.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES STRATEGY - CASES AND READINGS

Author Robert F. Givinner and Edward M. Smith *Date Pub.* 1969

Publisher Appleton-Century-Crofts
Meredith Corp., 440 Park Avenue, South, New York, NY 10016

Teacher or Student Material Student *Cost* *Length* 558 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses attention on the dynamic area of sales strategy as it is planned, implemented, and controlled in the business enterprise. The view of salesmanship and sales management presented in this volume is clearly a departure from the traditional view. As presented here, the sales field is not a collection of discrete activities, but rather a unified effort.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SALE THAT TURNED THE TIDE

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* filmstrip $37.50 w/o filmstrip $5.95 *Length* 1 filmstrip

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: How extra sales are often lost. How to employ more suggestive sales techniques and "sell up."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMAN'S WORKSHOP

Author *Date Pub.*

Publisher National Sales Development Institute, Waterford, CT 06385

Teacher or Student Material Student *Cost* *Length* 8 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Each lesson is designed to help salesmen do a better job.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP

Author *Date Pub.*

Publisher National Book Company, 1119 S.W. Park Avenue, Portland, OR 97205

Teacher or Student Material Student *Cost* $164.25 *Length* 15 tapes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A complete program. Major units include knowledge for selling; personality and personal traits; the selling process; using special media; selling policies, and goodwill.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student Syllabus ($5.25)

Title SALESMANSHIP

Author *Date Pub.* 1972

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* *Length* 302 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: In this book the systems approach offers the student a quick grasp of the essential elements of professional salesmanship and the ways to use them in a logical, meaningful, and related manner. This approach tells the student how close the customer is to actually buying, and what selling activity parallels this progression.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP

Author H. R. Chesire *Date Pub.* 1967

Publisher Colonial Films, Inc., 70 Fairlie Street, N.W., Atlanta, GA 30303

Teacher or Student Material Teacher *Cost* *Length* 21 transparencies

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers such topics as: What is selling? the sales flow; opening the sale; and overcoming objectives.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP

Author Marvin W. Hempel *Date Pub.*

Western Tape
Publisher Box 69, 2273 Old Middlefield Way, Mountain View, CA 94042

30 lectures
Teacher or Student Material Student *Cost* $199.95 *Length* 15 tapes

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the entire field of selling from earliest times to the present. All aspects of business, as it relates to selling, are discussed and analyzed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Additional student syllabus ($5.25), and Additional Key with tests ($2.95)

Title SALESMANSHIP

Author W. J. E. Crissy and R. M. Kaplan *Date Pub.* 1969

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student *Cost* *Length* 366 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A conceptually oriented treatment in depth of the dynamics of the selling-buying process.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP

Author C. A. Kirkpatrick *Date Pub.* 1971

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $10.45 *Length* 540 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents professional selling based on studying customer needs and customer satisfaction. The basic philosophy of the book is an understanding of the salesman's obligation (1) to himself, (2) to his company, and (3) to his customer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP FUNDAMENTALS

Author Richard D. Ashmun and John W. Ernest *Date Pub.* 1973

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $5.97 *Length* 470 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Principles of salesmanship as well as specialized topics such as outside selling, industrial sales, and route selling. The end-of-chapter activities are suited to either the cooperative or simulated plan for vocational training.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($2.40) and Student Activity Guide ($2.25)

Title SALESMANSHIP: HELPING PROSPECTS BUY

Author C. A. Kirkpatrick *Date Pub.* 1961

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* ____ *Length* 532 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Written for individuals who must influence or persuade, actuate or lead other individuals, now or in the future. Since this book is a combination of principles and techniques, it recognizes "why" as well as "what," "how," and "when." The principles which receive emphasis are basic and lasting; they are the principles which students will apply in business. Techniques include practices to adopt and practices to avoid.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP: PRINCIPLES AND METHODS

Author Carlton A. Pederson and Milburn D. Wright *Date Pub.* 1966

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* $9.50 *Length* 756 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To provide practical and effective educational materials which will make it possible for students to obtain a broad foundation in the field of selling and to prepare them for future careers in selling.

SUMMARY DESCRIPTION: Emphasis is placed upon the service type of selling, where the salesman is expected to act in the capacity of an advisor, a consultant, an expert, and as one who is sincerely interested in the welfare of the buyer. Recognition is provided for the contributions selling has made, and must continue to make, to insure a healthy economy and a continued high standard of living for Americans.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALESMANSHIP: SUGGESTED GUIDE FOR A TRAINING COURSE

Author *Date Pub.* 1967

Publisher U. S. Department of Health, Education and Welfare, Washington, DC

Teacher or Student Material Teacher *Cost* *Length* 56 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 10 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: This guide has been developed to assist administrators and teachers in developing content for courses to be used in preparing persons who wish to develop the abilities necessary for competence in the area of salesmanship. Provides for 10 weeks of instruction divided into ten major divisions or units. The sequence of instructional material and the time assigned are suggestive. Both time and content may be changed to better meet local needs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SECRET OF LOW PRESSURE SALESMANSHIP

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $75.00 *Length* 2 sound filmstrips

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: What low pressure salesmanship is. How it can win customer confidence and respect, build sales volume with repeat business. The importance of change-of-pace in successful selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SECRETS OF "SELL-A-MILLION SAM"

Author Samuel A. Gross *Date Pub.* 1961

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $2.95 *Length* 72 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Offers advice on better buying, choosing resources, motivating salespeople and speeding up slow merchandise. A special section gives 100 steps to sales success.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING

Author *Date Pub.*

Publisher Universal Education and Visual Arts, 221 Park Avenue South, New York, NY 10003

Complete set $68.00

Teacher or Student Material Student *Cost* $6.00 each filmstrip/ind. records $5.00 *Length* 8 filmstrips

Grade Level Secondary/Adult *Suggested Time of Use* ind. cassettes $5.50

OBJECTIVES:

SUMMARY DESCRIPTION: Topics covered are: Selling As A Career, The Economics of Selling, Your Person and Personality, Know Your Product, Why People Buy, Techniques in Selling, Objectives and Objections, Law, and Horizons in Selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING: A BEHAVIORAL SCIENCE APPROACH

Author Joseph W. Thompson *Date Pub.* 1966

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* 384 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: (1) To provide the practicing salesman a general theory of selling and to help him understand the "why" of the sales process. (2) To provide the marketing student an accurate picture of what personal selling is and to help him better comprehend the role of selling within the broad concept of marketing.

SUMMARY DESCRIPTION: Analysis and application of the behavioral sciences in selling. It draws heavily from the disciplines of communications, economics, marketing, and management for concepts, ideas, and principles that are basic to the selling function as it exists today.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING: A GOOD WAY TO EARN A LIVING

Author Wesley Caldwell and Porter Henry *Date Pub.* 1971

Publisher Olcott Forward, Inc., Pleasantville, NY 10570

Teacher or Student Material Student *Cost* $73.00 *Length* 128 pages

Grade Level Secondary *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Describes realistic, entry-level jobs in widely varying fields and awakens students to what employers are looking for and expect from apprentice salesmen. An LP containing open-ended dramatizations, two filmstrips, spirit masters, picture cards, role-play dialogs, posters, 24 student copies of readings, bibliography, suggested assignments, and catalog card kit are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title SELLING INSIDE THE OFFICE PRODUCTS STORE

Author Homer Smith *Date Pub.* 1972

Publisher National Office Products Association
1500 Wilson Boulevard, Arlington, VA 22209

Teacher or Student Material Student *Cost* $25.00 *Length* 6 booklets 3 cassettes

Grade Level Secondary/Collegiate *Suggested Time of Use* 6 hours

OBJECTIVES: To provide basic selling skills to sales personnel who work inside the typical office products and stationery stores.

SUMMARY DESCRIPTION: Topics covered are: This is Your Business, Opening the Sale, Presenting the Merchandise, Overcoming Resistance, Closing the Sale, and Increasing the Sale.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Leader's Guide

Title SELLING BY MAIL ORDER

Author Richard D. Millican *Date Pub.* 1965

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 12 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses mail-order selling as an operation, rather than a kind of business. Describes its use by many organizations in trade and industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING AND SERVICING MECHANICAL REFRIGERATION AND AIR CONDITIONING

Author William G. Flewellen *Date Pub.* 1965

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A limited bibliography of some principal sources of information on refrigeration and air conditioning.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SERVICE STATION JOB INTRODUCTION AND SALESMANSHIP

Author ______ *Date Pub.* ______

Classroom World Productions, Order from Associated Educational
Publisher Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

12 sound filmstrips
Teacher or Student Material Student *Cost* $127.50 *Length* ______
silent $60.00/ Audio w/o filmstrip
Grade Level Secondary/Adult *Suggested Time of Use* $10.95

OBJECTIVES:

SUMMARY DESCRIPTION: Because of training and job orientation deficiencies, many service station employees don't live up to their boss's expectations and find their work dull, unrewarding. This series has been developed to remedy that situation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide, quiz and review aids.

Title SOCRATIC TECHNIQUE

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: How to apply an ancient skill in selling. Guiding a prospect to flag his wants and needs. Selling creativity. The one element in sales that is most changeable. Buying motives and the prospect's mind.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STORE SALESMANSHIP

Author O. P. Robinson, W. R. Blackler and W. B. Logan *Date Pub.*

Publisher Educational Book Division Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* $4.98 *Length*

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Uses the job analysis approach and thoroughly covers the selling process in stores. Employee qualifications, including personality traits are set forth, actual cases and problems are included. Merchandise information is emphasized.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($1.65). Workbook ($1.80), and Teacher's Key to Workbook ($ .66).

Title SUCCESSFUL COSMETIC SELLING

Author Joan Degenshein and Naomi Manners Stern Date Pub. 1971

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student Cost $6.50 Length 192 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Aims at upgrading the cosmetician and explains how to boost cosmetic sales in all types of outlets. Products, selling principles, customer advice, counter arrangements, and how the problems involved in selling cosmetics can be solved are some of the topics covered in this book.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUCCESSFUL RETAIL SALESMANSHIP

Author Garland D. Wiggs Date Pub. 1967

Publisher Argyle Publishing Co., 200 Madison Avenue, New York, NY 10016

Teacher or Student Material Student Cost Length 30 pages

Grade Level Secondary/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Programmed instruction for the development of retail salespeople. Includes all phases of retail selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUCCESSFUL SALES MANAGING

Author *Date Pub.* 1967

Publisher Business Education Division, Dun & Bradstreet, Inc., New York, NY 10019

Teacher or Student Material Student *Cost* $1.95 *Length* 185 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To help sales managers build the skills they need to meet the responsibilities of their job.

SUMMARY DESCRIPTION: Discusses the three vital areas of (1) the man in sales management; (2) building a sales organization; and (3) managing manpower.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SUCCESSFUL SALESMAN

Author Ronald L. Bern and Herbert M. Greenberg *Date Pub.* 1972

Publisher Auerbach Publishers, Inc., 121 North Broad Street, Philadelphia, PA 19107

Teacher or Student Material Student *Cost* $8.95 *Length* 160 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Offers advice and insights on the nature of selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUCCESSFUL SELLING IDEAS

Author *Date Pub.* 1965

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $60.00 *Length* 31 slides 31 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how conventional retailers of all sizes are meeting the challenge of mass merchandising techniques including discounting and self-service. Focuses on selling ingenuity and shopping convenience. Covers such topics as cost-cutting on the selling floor, brand selling, stock shortages, private label, management decisions on selling hours and selling approaches.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title TAKE A GOOD LOOK

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Teacher *Cost* $95.00 *Length* filmstrip 13 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Spells out the ABC's of a wardrobe, cleanliness and dressing for the occasion and the importance of good grooming in dealing with the public. A fact sheet is included which outlines ways to implement a store-wide better grooming campaign.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Take A Good Look Booklet (Minimum order 10. $ .40 each)

Title TEN STEPS OF A PLANNED SALES PRESENTATION

Author *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.95 *Length* 33 RPM record

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Presents 10 selling tips to motivate sales trainees.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Script booklet.

Title TEXTBOOK OF SALESMANSHIP

Author F. H. Beach, R. H. Buskirk and F. A. Russell *Date Pub.* 1969

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* *Length* 596 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Reflects the changes that have affected the role of selling and of the salesman. More attention is paid to industrial selling and the attention given to door-to-door selling has been reduced.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE THREE KEYS

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Why a salesman's knowledge of his products, their benefits and basic information about his products are vital to effective salesmanship. The value of putting excitement and enthusiasm into sales presentations. How to overcome price objections, appeal to individual desires and needs. Pride, what it means in selling. Why sales are frequently lost.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TOP DOG

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $18.75 *Length* 1 sound filmstrip 33 frames
Audio w/o filmstrip $5.95

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a touch of humor for sales meetings and sales training programs, giving the audience a welcome change of pace.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAINING RETAIL SALESPEOPLE

Author William B. Logan *Date Pub.* 1966

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This bibliography lists U. S. Government and non-governmental publications that should assist prospectives and current owners of small retail businesses in training their retail salespeople.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 200 ON ALFRED

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $256.50 *Length* 6 sound filmstrips
Audio w/o filmstrips $34.00

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Teaches the basic fundamentals and fine points of selling. Attention holding story treatment deals with taking the most unlikely candidate and showing how what he learns turns him into a polished, professional salesman.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide, quiz, review aids and Salesmanship diploma

Title WHAT IT TAKES TO MAKE 'EM BUY

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The "V.I.P." and "YOU" approaches. Unrecognized wants--how they can lead you to more sales. The use of trial questions in closing. How to prove a benefit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE WINNING WORDS OF WILBUR POE

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $257.00 *Length* 6 sound filmstrips

Audio w/o filmstrips $34.50

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: How to inject enthusiasm and sincerity into sales letters. How to put ideas in writing that hold attention, make prospects want to do business with you. A simple, tested formula for quickly planning a letter, organizing the subject matter for greater impact and maximize its action appeal. The "W-I-N System" --What it is and how it can work for you. How to most effectively use letters to handle inquiries, to get the order, to pave the way for sales calls. How to write better letters: for collection purposes, to straighten out customer complaints, create goodwill, enlist cooperation, develop a friendly atmosphere and ask a favor.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide, quiz, review aids and Diploma

Title WRITING LETTERS THAT SELL: YOU, YOUR IDEAS, PRODUCTS & SERVICES

Author Patrick Monaghan *Date Pub.* 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $6.95 *Length* 208 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how to write letters that result in sales, from the "sell yourself" to the "sell a growth image to stockholders" letter. Provides a basic formula applicable in all letter-writing situations. Essential pointers, strategies, marketing concepts are offered, plus a chapter on "Things to Avoid."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOU ARE THE PUBLIC RELATIONS EXPERT IN YOUR STORE

Author Jerome E. Klein *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $ .15 each (Minimum order 10) *Length* 24 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: An elementary course in public relations for store sales people.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOU THE SALESPERSON

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $60.00 *Length* filmstrip 10½ minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the seven important steps toward successfully completing a sale.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: You The Salesperson Booklet and a hand out pencil imprinted with "You are My Salesperson" is supplied with each booklet (Minimum order 10. $ .75 each)

Title YOUR INTIMATE GUIDE TO SUCCESSFUL SELLING

Author Jerome E. Klein *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* Minimum order 10 $ .15 each *Length* 24 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrated primer to encourage salespeople to dress well reminding them that good grooming and neatness is an aid to selling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR STORE AWAY FROM HOME

Author ______ *Date Pub.* ______

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Minimum order 10.
Teacher or Student Material Student *Cost* $ .15 each *Length* 16 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A training primer to help store people do a better customer relations job at the most important point, contact with the public. Outlines the importance of good housekeeping, emphasizes neatness in the selling areas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

HARDWARE, BUILDING MATERIALS, FARM AND GARDEN SUPPLIES AND EQUIPMENT

04.09 00 00

Organized subject matter and learning experiences related to various sales and sales-supporting tasks performed by distributive employees and management personnel in establishments engaged primarily in selling one or more of the following product lines at retail, at wholesale, or to contractors: hardware, paint, wallpaper, lumber, building materials supplies and equipment for home construction, or farm and garden supplies and equipment.

Title BUILDING MATERIALS TECHNOLOGY AND SELLING

Author *Date Pub.* 1972

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $21.95 *Length* 500 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Product information and specifications for 16 different categories of lumber and building materials.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book $3.50

Title FARM, HOME, AND GARDEN SUPPLIES

Author *Date Pub.* 1969

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $7.50 *Length* 209 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Technical product information on animal feeds, fertilizers and soil amendments, farm chemicals, and seeds.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book ($2.00)

Title FEED AND FARM SUPPLIES

Author *Date Pub.* 1966

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* *Length* 155 pages

Grade Level Secondary/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This manual serves as a valuable tool in training and guiding the student's job assignments when on cooperative training.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HARDWARE RETAILING

Author Dorothy Ritter *Date Pub.* 1966

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The publications cited in this bibliography are books and pamphlets issued by Federal agencies and listed under the issuing agency. All deal with hardware as a retail enterprise.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HARDWARE SALES TRAINING KIT

Author *Date Pub.* 1966

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $25.00 *Length* 16 books

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Four students may work from kit simultaneously. Discusses hardware merchandise, selling, advertising, merchandising, and management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LUMBER AND BUILDING MATERIALS

Author *Date Pub.* 1968

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* *Length* 3 books

Grade Level Secondary/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasis upon basic information and jobs which D.E. students perform in this field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PLUMBING, HEATING AND AIR CONDITIONING

Author Donald L. Weast *Date Pub.* 1964

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 7 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A limited bibliography of some principal sources of information on plumbing, heating, and air conditioning. Concerns problems of sales, installation and service, rather than those of equipment design and technical developments. Sales aids and merchandising suggestions are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

[illegible]e SELLING FARM AND GARDEN SUPPLIES

Author Norman Hoover, Robert Joy and Lawrence Walsh *Date Pub.* 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $2.55 *Length* 140 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Job skill manual designed to prepare students for employment in the agricultural sales and service occupations since it is estimated that between 20 and 25 percent of the off-farm agricultural occupations involve selling farm supplies to the professional farmer, the industrial user and the homeowner.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($2.20)

HOME FURNISHINGS

04.10 00 00

Organized subject matter and learning experiences related to various sales and sales-supporting tasks performed by distributive employees and management personnel in retail and wholesale establishments engaged primarily in selling home furnishings such as furniture, household appliances, floor coverings, draperies, and specialized lines of home items.

Title ACCENT DECOR

Author *Date Pub.*

Publisher Scott Paper Co., Classroom Service Dept., Modern Talking Picture Service, 1212 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Student *Cost* *Length* color movie 10 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Features interior designer, William Pahlman, creating room designs from English Regency to exotic Oriental.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BEFORE YOU BUY...WHAT YOU SHOULD KNOW ABOUT UPHOLSTERY FABRICS

Author *Date Pub.*

Publisher Textile Fibers Dept. E. I. du Pont de Nemours & Co., Inc., Wilmington, DE 19798

Teacher or Student Material Student *Cost* *Length* 28 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes Du Pont's Antron nylon flat and pile fabrics that are used to cover furniture cushions, padding, and webbing. Sums up the types of fabric, patterns and colors suitable for French, Chippendale, Hepplewhite, and other traditional furniture; American, French, and Italian Provincial; and contemporary furniture. Tells how to check nylon upholstery for quality and comfort and how to keep it clean. Contains a few rules for choosing colors.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHINA AND GLASSWARE MERCHANDISER

Author ______ Date Pub. ______

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $6.00 Length 161 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: A sourcebook of information on china and glassware. Includes history, glossary of trade terms, merchandising plans and sales planning aids. Analyzes the scope and responsibility of the buyer's job, cites numerous successful sales promotion techniques including opportunities in the bridal market and in table settings.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COLOR IN HOME FURNISHING

Author ______ Date Pub. ______

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Teacher Cost $10.00 Length Teaching kit

Grade Level Secondary/Collegiate/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: A teaching kit with 2 full color filmstrips, a room color coordinator with 450 pieces of paper furniture.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guides

Title COLOR NEWSREEL

Author *Date Pub.*

Publisher National Paint, Varnish and Lacquer Assn., Classroom Service Dept.
Modern Talking Picture Service, 1212 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Teacher *Cost* *Length* 28 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A movie featuring 7 rooms by internationally known interior designers. The role of paint and colors in modern home decoration is dramatized.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREATIVE FURNITURE ARRANGMENTS

Author *Date Pub.*

Publisher Broyhill Furniture Factories, Lenoir, NC 28645

Teacher or Student Material Student *Cost* Free *Length* Folder

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A chart plus gummed stickers labeled "chest," "bed," "dresser," buffet," "room divider," "chair," "sofa," "desk," etc. for planning a room.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DECORATING KIT

Author *Date Pub.*

Publisher Tell City Chair Co., Tell City, IN

Teacher or Student Material Teacher *Cost* $6.00 Material for 50 students *Length* 96 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A Teaching Kit that contains a 96-page "Primer of Early American Home Decorating," fabric swatches, six stencils including room planning graph, how to achieve the Early American look, window treatments, estimating yardage and decorating hints.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DECORATIVE WAYS TO REFINISH FURNITURE

Author *Date Pub.*

Publisher Women's Activities, Pittsburgh Plate Glass Co.
One Gateway Center, 10 North, Pittsburgh, PA 15222

Teacher or Student Material Teacher *Cost* *Length* Program kit

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on how wood paneling and furniture can be protected with stain and beautiful with color.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Includes a set of color slides, narration script, program guide, and booklets.

Title FAIRCHILD'S DICTIONARY OF HOME FURNISHINGS

Author E. Hoffman, B. F. Buck, and V. Small *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $15.00 per volume *Length* Vol. I 300 pages Vol. II 250 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A two-volume set covers every practical retailing aspect of home furnishings. Vol. I covers styles, periods, designers, makers, components, materials, manufacture and finishings of Contemporary, Traditional and Antique Furniture. Included are the latest terms on: plastics and synthetics; lesser-known imported woods; machinery and manufacturing; the latest selling and retailing methods. Volume II covers resilient and soft surface floor coverings; fabrics and fibers; lamps and decorative accessories. Included are the latest terms on: important machinery used in manufacturing; the production and molding of raw materials.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FASHIONS FOR THE BEAUTIFUL BEDRROM

Author *Date Pub.*

Publisher Education Dept. Bates Fabrics, Inc., 112 West 34 Street, New York, NY 10001

Teacher or Student Material Student *Cost* Free *Length* 45 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Catalogs Bates bedspreads and tablecloths, and sketches ways to make headboards, canopies, curtains or draperies, also cover walls, folding screens, or open-work doors of cabinets.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FASHIONS FOR FLOORS

Author Date Pub.

Publisher Bigelow-Sanford, Inc., 140 Madison Avenue, New York, NY 10016

Teacher or Student Material Student Cost Length 26 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how different carpets set off a room. Shows tweedy carpets in casual rooms, pale carpets in traditional settings, and textured carpets in modern rooms. Sketches accent rugs for brightening a room.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FINE HARDWOODS MAKE FINE FURNITURE

Author Date Pub.

Publisher Fine Hardwoods Assn., 666 Lake Shore Drive, Chicago, IL

Teacher or Student Material Teacher Cost Available on loan Length Program kit

Grade Level Secondary/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The history of furniture and samples of hardwood.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Includes 34 color slides, script, and a spiral-bound booklet.

Title FINE HARDWOODS SELECTORAMA

Author Date Pub.

Publisher Fine Hardwoods Assn., 666 Lake Shore Drive, Chicago, IL 60611

Teacher or Student Material Student Cost $1.20 Length 60 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Charts physical properties of hardwoods, tells how modern technology changes hardwood into new forms and offers a selection guide with definitions of terms associated with hardwoods.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Twenty samples of rare woods, 8 by 10 inches, also available for $7.50.

Title "501" COLOR WHEEL COORDINATOR

Author Date Pub.

Carpet Marketing
Publisher E. I. du Pont de Nemours & Co., Inc., Wilmington, DE 19898

Teacher or Student Material Student Cost Free Length Folder

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Contains [illegible] color schemes for carpet, wall, and accent colors in a room.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FURNITURE CHART

Author *Date Pub.*

Publisher Good Housekeeping Bulletin Service
57 Street at Eighth Avenue, New York, NY 10019

Teacher or Student Material Student *Cost* $ .35 *Length* 38 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Compiles 270 examples of chests, commodes, dressers, lowboys, highboys, four-posters, canopy beds, upholstered beds, side chairs, armchairs, dining tables and small tables, cupboards and wardrobes, desks, bookcases, cabinets, breakfronts, love seats, sofas and mirrors. Shows how their designs evolved from the late 15th century to the middle 19th century, and points out design details for identifying and appreciating them. Includes a glossary.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FURNITURE INFORMATION

Author *Date Pub.*

Publisher Consumer Education Div., Kroehler Manufacturing Co., Naperville, IL

Teacher or Student Material Student *Cost* $ .25 each *Length* 3 booklets

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses furniture styling, fabrics, quality and construction.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FURNITURE RETAILING

Author J. Wade Rice *Date Pub.* 1967

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography of resources dealing with the furniture retailing field. A brief summary of the elements involved in this field is given preceding the bibliography.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GIFT AND ART SHOPS

Author John W. Robinson *Date Pub.* 1965

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Concerned with small shops that sell moderately priced merchandise of sound quality. Provides a bibliography of some principal sources of information on gift and art shops.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GREAT BEGINNINGS

Author *Date Pub.*

Publisher Bigelow-Sanford, Inc., 140 Madison Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* *Length* 23 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Tells how color creates warm and cool moods and how it can be used to make a room seem larger or a ceiling seem lower. Describes different styles of furniture and carpets; presents tips for making a room interesting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOME FURNISHINGS SLIDES

Author *Date Pub.*

Publisher American Viscose Div. FMC Corp., 1617 John F. Kennedy Boulevard, Philadelphia, PA 19103

Teacher or Student Material Teacher *Cost* Available on loan *Length* 10 sets of slides

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates Avisco fibers used in home settings.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOME FURNISHINGS SALES TRAINING KIT

Author *Date Pub.* 1960

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* *Length* 8 books

Grade Level Secondary/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This kit has been compiled to teach prospective and present home furnishings salespeople how to sell effectively.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Handbook

Title HOW TO BUY SHEETS & PILLOW CASES

Author *Date Pub.*

Publisher Consumer Buying Series, 1301 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Student *Cost* Free *Length*

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses things to look for in order to get the best quality when purchasing sheets and pillow cases.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELL DOMESTICS AND LINENS

Author Albert R. Levine Date Pub. 1962

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost $1.50 Length 56 pages

Grade Level Secondary/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to selling domestics and linens properly, profitably and in volume. Provides basic information on various departments, such as bedding, bath accessories and linens for dining and kitchen use.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELL FURNITURE

Author Stanley Slom Date Pub. 1971

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost $5.95 Length 108 pages

Grade Level Secondary/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A training guide for the retail furniture salesman. Covers the broad new areas and challenges in furniture selling: the results of a new emphasis on leisure living, the "second home," and of the influence of both fashion and science. Interpreted for the salesman is the new importance of casual and summer furniture; of plastic furniture as well as plastic parts and decorations; of the use of color, the "superfinishes," the new fabrics; of selling environment--the Total Look; and of the Youth Market's requirements. New credit rulings are discussed, the techniques of credit-backed big ticket selling and the role of service as an aid to sales. Includes a survey of furniture styles and illustrated sections on furniture.

Title HOW TO SELL HOME EQUIPMENT

Author Patrick Monaghan *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $1.00 *Length* 168 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A step-by-step guide to selling home equipment. Discusses the human aspects of salesmanship, from arousing interest to building a steady clientele. Several chapters provide advice for the salesman who wants to start his own store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELL AT RETAIL: TV, APPLIANCES & HOME IMPROVEMENTS

Author Patrick Monaghan *Date Pub.* 1966

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $2.95 *Length* 192 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Contains the latest product, merchandising and marketing information and a broad range of pointers for successful salesmanship; the art of "high-end" selling against discount items, home selling, gaining customer confidence.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERIOR DECORATING

Author Herbert M. Jelley *Date Pub.* 1965

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography that presents some of the principal sources of information on interior decorating. They include U. S. Government publications, non-governmental publications, and trade associations. The books and pamphlets listed deal with such topics as: space and shape in interiors, design problems, relating to period and modern styles, and history of furniture design.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title KEEPING UP WITH CRESLAN

Author *Date Pub.*

Publisher American Cyanamid Co., Berdan Avenue, Wayne, NJ

Teacher or Student Material Student *Cost* *Length* 66 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Checks off the merits of this man-made fiber and lists the ways it is being used in carpets, clothing, draperies and wall coverings that are easy to keep clean.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LET'S TALK ABOUT CARPETS

Author *Date Pub.*

Publisher Product Information Section, Textile Fibers Dept., E. I. du Pont de Nemours & Co., Inc., Centre Road Building, Wilmington, DE 19798

Teacher or Student Material Student *Cost* Free *Length* 6 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Presents some basic facts about various fibers and illustrates Du Pont's "501" Nylon, its various colors and textures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LIVE IN COLOR

Author *Date Pub.*

Publisher Fibers Division American Cyanamid Co., 111 West 40th Street, New York, NY 10018

Teacher or Student Material Student *Cost* Free *Length* 6 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Depicts the practical qualities of carpets made with Creslan: color fastness, soil resistance, durability, and nonallergenic properties.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NEW FASHION IDEAS FOR BATHROOMS

Author ______ *Date Pub.* ______

Publisher Plumbing and Heating Division
American Standard, 40 West 40 Street, New York, NY 10018

Teacher or Student Material Student *Cost* Free *Length* 31 pages

Grade Level Secondary/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Offers different styles for decorating a bathroom with sunken tubs, carpeting, striped tile patterns, wallpaper, antiques, plants, murals, draperies and color. Includes a color chart for floors, tiles, paint, countertops, curtains, and towels.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NEW ROOMS FOR OLD

Author ______ *Date Pub.* ______

Publisher Celanese Fibers Co.
Consumer Relations, 522 Fifth Avenue, New York, NY 10036

Teacher or Student Material Teacher *Cost* Available on loan *Length* slides

Grade Level Secondary/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A teacher's manual plus color slide programs on home furnishings.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFITABLE FURNITURE RETAILING: FOR THE HOME FURNISHINGS MARKETS

Author Stanley Slom *Date Pub.* 1967

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $7.95 *Length* 240 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The new trends which are revolutionizing the home furnishings industry, creating fierce competition, endangering small-to-medium-volume dealers. Gives advice on efficient advertising, buying, warehousing, credit and collection.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILERS' GUIDE TO BUYING APPLIANCES

Author *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 16 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Provides information on consumer information, dealer information and product service. Tells how to buy so that one will get his money's worth, protect customers and himself, tie in with the "consumer information trend" and make customers come back to buy again.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RUGS AND CARPETING, FACTS YOU SHOULD KNOW

Author ___ *Date Pub.* ___

Publisher Contact your local Better Business Bureau

Teacher or Student Material Student *Cost* Free *Length* ___

Grade Level Secondary/Adult *Suggested Time of Use* ___

OBJECTIVES:

SUMMARY DESCRIPTION: Points out that it is as important to know how the fiber is used, how much of it is used, how it is built into the fabric and whether the carpeting is well made, as well as what kind of fiber goes into a rug.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING AND SERVICING HOUSEHOLD APPLIANCES AND RADIO-TV

Author ___ *Date Pub.* 1966

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 11 pages.

Grade Level Secondary/Adult *Suggested Time of Use* ___

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography concerning the sale and service of household appliances, TV's, and radios. The references cover data on all types and sizes of electrical and gas appliances, radio and television sets, as well as some high fidelity sound reproducing equipment. It is concerned with merchandising management of the selling and servicing aspects rather than those of equipment development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SENG DECORULE

Author *Date Pub.*

Publisher The Seng Co., 1450 North Dayton Street, Chicago, IL 60622

Teacher or Student Material Student *Cost* $ .50 *Length*

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to furniture periods that charts the wood, related furniture styles, wall and floor coverings and fabrics for period rooms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SENG FURNITURE FACTS

Author *Date Pub.*

Publisher The Seng Co., 1450 North Dayton Street, Chicago, IL 60622

Teacher or Student Material Student *Cost* $1.00 *Length* 200 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates a history of furniture design and function, and explains details of construction, upholstering, protection from moths, etc. Describes furniture woods, plastics, fabrics, and other materials and defines furniture names and technical terms. Covers decorating rules, including advice on curtain and draperies, carpets and rugs, and flooring materials. Contains a section on office furniture, sleeper sofas, mattresses, and bedframes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WONDERFUL WORLD OF HARDWOODS

Author *Date Pub.*

Publisher Fine Hardwoods Association, Hardwood Plywood Manufacturers Assn.
Modern Talking Picture Service, 1212 Avenue of the Americas,
New York, NY 10036

Teacher or Student Material Student *Cost* *Length* color movie 13½ minutes

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how hardwood plywood is made and how it is bringing fine cabinet woods within the budget of the average family.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

HOTEL AND LODGING

04.11 00 00

Organized subject matter and learning experiences related to the tasks performed by distributive employees and management personnel in establishments which provide lodging, lodging and meals, convention facilities, and other services on a year-round or seasonal basis to the general public or to an organization's membership.

Title ACCOUNTING PRACTICE FOR HOTELS, MOTELS, AND RESTAURANTS

Author Paul Dittmer *Date Pub.* ____

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $8.93 *Length* 224 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Applies general accounting principles to the hospitality industry; practice in bookkeeping methods; the "Uniform System of Accounts for Hotels"; basic cost control tenets; food, beverage, and labor cost; specialized journals and ledgers; financial statements; voucher systems; budgeting and credit systems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00), and Student's Workbook ($4.95)

Title BE OUR GUEST

Author Edited by John O. Perreault *Date Pub.* ____

Publisher Education Institute of the American Hotel-Motel Association
221 West 57 Street, New York, NY

Teacher or Student Material Student *Cost* ____ *Length* 50 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: This bulletin points to the hotel-motel industry as a huge educational resource, describes career opportunities, varied services, and the scope of their business. It outlines a variety of means for showing what hotels and motels really are, and how they operate the training they offer for continual advancement of individual employees.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE BELLMAN - THE 10-MINUTE AMBASSADOR

Author ______ Date Pub. ______

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student Cost $25.00 Length 1 filmstrip

Grade Level Secondary/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: One color filmstrip with cassette tapes on the bellman's role as a "salesman."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXPENSE & PAYROLL DICTIONARY

Author Horwath and Horwath Date Pub. 1962

Publisher Hotel Association of New York, 1 1 West 51 Street, New York, NY

Teacher or Student Material Student Cost - Length 74 pages

Grade Level Collegiate/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: Information which assists the hotel auditor to classify, in accordance with the Uniform System of Accounts for Hotels, the numerous expense and payroll items which he comes across in his daily work. Serves as a reference for the executive, the manager and the purchasing agent.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FRONT OFFICE OPERATION

Author Jaseph J. Haszonics *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $6.45 *Length* 192 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Offers those entering the hotel business the basics and principles of the front office operation. It discusses the front office's significance to hotel keeping and describes the roles and functions of the office staff as well as the paperwork and procedures for an efficient operation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00), and Student's Workbook ($3.26)

Title FRONT OFFICE PROCEDURE

Author *Date Pub.* 1960

Publisher American Hotel Institute
Michigan State University, Kellogg Center, East Lansing, MI

Teacher or Student Material Student *Cost* *Length* 100 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To acquaint the student with the more important steps or phases in the operation of an efficienly functioning front office.

SUMMARY DESCRIPTION: Working with others is the important topic covered. Receiving and checking out guests, general information on front-office tactics, procedures for hotel organization, registration, and rooming facilities are included. There is further discussion on the subject of credit, recordkeeping, transcripts, and explanations of various front-office forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Progress tests and final examination.

Title FUNCTIONAL HOUSEKEEPING IN HOTELS AND MOTELS

Author John T. Fales *Date Pub.* ______

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $6.45 *Length* 192 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This book will enable the student to review the state of the art of hotel and motel housekeeping as it exists today and to assist in its further progress.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00), and Student's Workbook ($3.26)

Title HOSPITALITY INDUSTRY COOPERATIVE TRAINING

Author Seymour Hertzson *Date Pub.* ______

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $6.94 *Length* ______

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This is a text-workbook in which students read about and record their own observations about actual hotel, motel and restaurant operation through a work-cooperative program.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title HOTEL ACCOUNTING

Author *Date Pub.* 1961

Publisher American Hotel Institute
Michigan State University, Kellogg Center, East Lansing, MI

Teacher or Student Material Student *Cost* *Length* 110 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To review basic arithmetic skills; to become acquainted with the principles of accounting; to present accounting terminology; to provide practice in preparing a complete set of accounts; to be able to read financial statements accurately; and to understand the relationship between the accounting and other departments of the hotel.

SUMMARY DESCRIPTION: A review of basic math and general accounting procedures is followed by a discussion of credit, sales and cash records, journals, work sheets, adjustments, formal statements, error detection, and voucher register. A se

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: A series of four progress tests is given, as well as practice problems with answers, and instructions for a final examination.

Title HOTEL FRONT OFFICE MANAGEMENT

Author Peter Dulsas *Date Pub.* 1960

Publisher Wm. C. Brown Co., 135 South Locust Street, Dubuque, IA

Teacher or Student Material Student *Cost* *Length* 173 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Divided into 4 parts: (1) an introduction to the hotel field; (2) description of forms used in the various departments of the hotel and the front office inparticular; (3) a hotel problem section to let the reader put into practice what he has learned; and (4) a glossary of terms, laws and regulations affecting the industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOTEL HOUSEKEEPING

Author ______ *Date Pub.* ______

Publisher Vocational Instructional Materials Laboratory
Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Student *Cost* ______ *Length* 20 pages

Grade Level Secondary/Adult *Suggested Time of Use* 120 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A basic orientation is provided, as is a discussion of responsibilities, issuing and ordering requests, passkeys, vacancy slips, special equipment and cleansing agents, and hotel linens. In addition, the issuance and repair of uniforms, keeping laundry records, linen records, room inspection, and work experience are touched upon.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOTEL LETTERS THAT SELL

Author Leonard Hick, Jr. *Date Pub.* 1959

Publisher Hotel Sales Management Association, 1325 Boardwalk, Atlantic City, NJ

Teacher or Student Material Student *Cost* ______ *Length* 340 pages

Grade Level Secondary/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Examples of a variety of letters utilized in the hotel business to encourage people to make reservations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOTEL-MOTEL AUDITING AND POSTING MACHINE

Author *Date Pub.* 1967

Vocational Instructional Materials Laboratory
Publisher Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Student *Cost* *Length* 15 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 100 hours

OBJECTIVES: To help the student develop habits and attitudes of self-direction, self-reliance, independence, good workmanship, dependability, cooperation, and thoroughness. To teach the proper use of NCR 4200.

SUMMARY DESCRIPTION: A section on orientation is followed by a section dealing with the operation of the NCR 4200 posting and auditing machine, recording charges and credits on guest accounts, balancing the cash at the end of the watch, and handling unusual transactions on guest accounts. Also discussed are correcting errors in guest accounts, night auditing of guest accounts, and the supervision of guest accounts and the value of outlying features in connection with the NCR 4200 posting machine.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOTEL-MOTEL FRONT OFFICE PROCEDURES

Author *Date Pub.* 1960

Vocational Instructional Materials Laboratory
Publisher Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Student *Cost* *Length* 15 pages

Grade Level Secondary/Adult *Suggested Time of Use* 240 hours

OBJECTIVES: To develop proper work habits and attitudes and to attain self-assurance and pride.

SUMMARY DESCRIPTION: Following an orientation, the subjects of registration and post-registration procedure are examined. The need to understand vouchers, guest departures, reservations, advanced payments, night audit, and work experience are covered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOTEL-MOTEL MARKETING

Author David Hertzson *Date Pub.* 1971

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $6.45 *Length* 208 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To help students of marketing to understand and become functional in hotel-motel marketing.

SUMMARY DESCRIPTION: Contents include: Role of marketing; Sales department organization; Salable products; Program planning; Direct mail advertising; Display advertising; Selling techniques; Public relations and publicity; Promotional aids; Developing room sales, food and beverage sales; Convention and meeting market; Marketing-management team.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00), and Student's Workbook ($3.26)

Title INTRODUCTION TO THE HOSPITALITY INDUSTRY

Author Nathan Kalt *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $6.45 *Length* 168 pages

Grade Level Secondary/Collegiate/adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is designed to equip the student with a strong basic knowledge of what transpires behind the gleaming facade of hotels and the many new motels.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LEGAL ASPECTS OF HOTEL, MOTEL, AND RESTAURANT OPERATION

Author Nathan Kalt **Date Pub.** 1971

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student **Cost** $9.94 **Length** 352 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** ________

OBJECTIVES:

SUMMARY DESCRIPTION: Introduces the substantive law of contracts, agency, and partnerships and laws affecting the hospitality industry; the nature and scope of union contracts, insurance coverage, fire prevention, guest protection, and routines for public safety.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN HOTEL-MOTEL MANAGEMENT METHODS

Author Herbert K. Witzky **Date Pub.** 1964

Publisher Ahrens Book Co., Inc., Div. of Hayden Publishing Co., New York, NY

Teacher or Student Material Student **Cost** $9.95 **Length** 278 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES: To state the results of research and the application of tested and applied techniques as well as methods and concepts that have proved themselves in countless situations.

SUMMARY DESCRIPTION: The book discusses management techniques for hotel-motel executives. It covers: communicating more directly and effectively in writing; labor relations; sales and promotion effectiveness; and executive development and compensation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MOTELS

Author Howard Morgan *Date Pub.* 1964

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography dealing with the financial aspects of motel investment and operation, and with the location and building of motels. In addition, a brief summary of motel industry trends and factors of importance in planning and operating a motel is given.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ROOM CARE FOR HOTELS AND MOTELS

Author Bruce H. Axler *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $1.99 *Length* 96 pages

Grade Level Secondary/Collagiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Comprehensive "how to" book of room care and cleaning, offering step-by-step procedures and explanations. A complete, in-depth routinization of room housekeeping with guidelines, do's and don'ts, model checklists, equipment lists, supply lists. Productivity-improving suggestions that benefit even experienced workers.

AVAILABLE INSTRUCTOR MATERIA AND TESTS:

Title THE ROOM CLERK - "I LIKE PEOPLE"

Author Date Pub.

Thompson-Mitchell & Associates
Publisher 2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Complete program
Teacher or Student Material Student Cost $50.00 Length
Spanish edition $60.00/with
Grade Level Secondary/Adult Suggested Time of Use records $10.00
less

OBJECTIVES:

SUMMARY DESCRIPTION: Two color filmstrips with cassette tapes on the role, duties and procedures of a room clerk.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SANITATION, SAFETY, AND MAINTENANCE MANAGEMENT

Author Bruce H. Axler Date Pub.

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student Cost $6.95 Length 280 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides in-depth discussions of all aspects of sanitation, safety, and maintenance for the manager. It provides practical suggestions, discussions of the manager's responsibilities, and tips on safety for both employees and the public. The importance of maintenance and sanitation is emphasized, and methods for implementing the suggested procedures are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00), and Student's Workbook ($3.38)

Title SECURITY FOR HOTELS, MOTELS, AND RESTAURANTS

Author Bruce H. Axler *Date Pub.* ______

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $1.99 *Length* 96 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Complete discussions of all aspects of security and protection from the hospitality perspective. Up-to-date discussions of modern methods of physical security, detection and prevention of embezzlement and fraud, protection of guests, organization of the security department. An important contribution toward reducing mounting hospitality industry losses because of theft, pilferage, riot, and vandalism.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNIFORM SYSTEM OF ACCOUNTS & EXPENSES FOR MOTELS, SMALL HOTELS & MOTOR HOTELS

Author ______ *Date Pub.* 1963

Publisher American Hotel-Motel Association, 221 West 57 Street, New York, NY

Teacher or Student Material Student *Cost* $7.[illegible] *Length* 128 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A manual of financial statements to assist owners and operators of motels, small hotels, and motor hotels.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNIFORM SYSTEM OF ACCOUNTS FOR HOTELS

Author *Date Pub.* 1961

Publisher Hotel Association of New York, 141 West 51 Street, New York, NY 10019

Teacher or Student Material Student *Cost* $4.50 *Length* 102 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A manual of instructions for preparing standard financial statements and schedules of the various operating and productive units which make up a hotel. The manual was prepared in a form adaptable to all hotels, larger or small, including European plan, American plan, apartment and resort types.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR HOTEL AND ITS ECONOMY

Author Robert W. McIntosh *Date Pub.* 1960

Publisher American Hotel Institute
Michigan State University, Kellogg Center, East Lansing, MI

Teacher or Student Material Student *Cost* *Length* 76 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasis is placed on hospitality as a necessity; the hotel market is examined, as well as the growth of the industry, and the meaning of a hotel career.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Progress tests and final examination.

INDUSTRIAL MARKETING

04.12 00 00

Organized subject matter and learning experiences related to the tasks performed by sales and management personnel in establishing market potentials and selling goods and services to business and institutional buyers for use in their operations.

Title HOW TO SELL AND MARKET INDUSTRIAL PRODUCTS

Author Wilbert H. Steinkamp *Date Pub.* 1970

Publisher Chilton Book Company, 401 Walnut Street, Philadelphia, PA 19106

Teacher or Student Material Student *Cost* $7.95 *Length* 167 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on how to sell capital goods to industry and government rather than selling consumer goods and services. The first sections discuss the successful salesman and his make-up, how the sales manager can lead him, the helpful selling tools and the creative build-up steps to an accomplished sale. A section on marketing and management covers topics such as territory analysis, communications, and reports. The home office marketing functions are clarified in the final section, with chapters on organization, customer service, remuneration, advertising, and sales promotion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INDUSTRIAL MARKETING

Author H. Robert Dodge *Date Pub.* 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* *Length* 467 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: (1) To provide a better understanding of the workings of the industrial marketing complex and its vital role in our national economy; (2) To present the reader with data techniques, and ideas that represent current thinking in each of the major functional areas; and (3) To describe the industrial marketing environment as it exists by including specific examples from actual business experiences.

SUMMARY DESCRIPTION: The proper management organization for the most effective planning, organizing, and control of industrial marketing activities. Special emphasis is placed on the concept that all marketing activities should be controlled and measured.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INDUSTRIAL MARKETING

Author Lawrence Fisher *Date Pub.* 1970

Publisher Auerbach Publishers, Inc., 121 North Broad Street, Philadelphia, PA 19107

Teacher or Student Material Student *Cost* $9.95 *Length* 270 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers industrial marketing in action. The first few chapters include the principles of managerial analysis and the concepts and attitudes that make up the philosophy of marketing. The reader will learn how to develop policy and plans through systematic decision-making. The remaining portion of the book explains how industrial marketing evolves and adapts, how it adds to the nation's wealth, how it satisfies the demand for goods, how it meshes neatly with consumer marketing, and how it fits into the overall business world.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN INDUSTRIAL MANAGEMENT

Author Edited by S. Benjamin Prasad *Date Pub.* 1967

Publisher Science Research Associates, Inc.
259 East Erie Street, Chicago, IL 60611

Teacher or Student Material Student *Cost* $4.50 *Length* 352 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Exemplifies the nature of industrial management today, spotlighting the many changes that have taken place in the theory and practice of management in industry. Includes an annotated bibliography.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TECHNOLOGY AND THE WORKER: TECHNICAL DEMANDS AND SOCIAL PROCESSES IN INDUSTRY

Author Martin Meissner *Date Pub.* 1969

Publisher Science Research Associates, Inc.
259 East Erie Street, Chicago, IL 60611

Teacher or Student Material Student *Cost* ______ *Length* 448 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Examines the nature of industrial technology and the demands it makes on the performance of its users. It describes what factory workers have to do in order to make the design of production operations work. The analysis puts into focus how strikingly different forms of cooperation, influence, and communication are found among men working at the various levels of technical conditions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

INSURANCE

04.13 00 00

Organized subject matter and learning experiences related to the tasks performed by sales and management personnel for insurance carriers of all types, or by agents representing carriers and brokers dealing in the sale or placement of insurance contracts with carriers.

Title DECADE OF DECISION

Author Date Pub.

Publisher Institute of Life Insurance, 277 Park Avenue, New York, NY 10017

Teacher or Student Material Teacher Cost $ .15 Length 55 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses life and health insurance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A FAMILY GUIDE TO PROPERTY AND LIABILITY INSURANCE

Author Date Pub.

Publisher Insurance Information Institute, 110 William Street, New York, NY 10038

Teacher or Student Material Teacher Cost Free Length 24 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A non-technical presentation of home and car insurance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HANDBOOK OF LIFE INSURANCE

Author Date Pub.

Publisher Institute of Life Insurance, 277 Park Avenue, New York, NY 10017

Teacher or Student Material Teacher Cost Length 95 pages

Grade Level Secondary/Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Gives background information on such topics as "The Social Aspects of Life Insurance," describes industrial, ordinary life, group life, credit life; participating and nonparticipating policies; different types of insurance companies; individual policies and their uses; "How Annuities Provide Security," "How Life Insurance Operates"; what happens if you stop paying premiums; policy dividends; and "Buying Life Insurance." Tells how to obtain a policy and discusses "Adjusting Your Life Insurance Program."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INSURANCE SUCCESS IN THE 70'S

Author Date Pub.

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student Cost $79.00 Length 12 audio lessons

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A highly specialized course of study of advanced insurance sales mass marketing concepts. A total of approximately three hours of mind-stretching ideas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LIFE INSURANCE BOOKS

Author *Date Pub.*

Publisher Institute of Life Insurance, 277 Park Avenue, New York, NY 10017

Teacher or Student Material Teacher *Cost* *Length* 48 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A catalog listing of books currently available on life insurance and closely related subjects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LIFE INSURANCE--WHAT IT MEANS AND HOW IT WORKS

Author *Date Pub.*

Publisher Institute of Life Insurance, Modern Talking Picture Service
1212 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Student *Cost* *Length* color movie 13 minutes

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Uses animation to tell the story of insurance effectively.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STEPS INTO LIFE INSURANCE

Author *Date Pub.* 1969

Publisher Life Insurance Agency Management Association, Hartford, CT

Teacher or Student Material Student *Cost* *Length*

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The first unit of study discusses the ways in which life insurance protects against the 2 hazards of a) dying too soon and b) living too long. The next 5 units cover the establishment of rates, reserves, types of companies, types of policies, and annuities. Unit VII describes the life insurance contract or policy itself. The last four units cover types of insurance (ordinary, industrial, group) and information concerning legal and ethical aspects of life insurance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

INTERNATIONAL TRADE

04.14 00 00

Organized subject matter and learning experiences related to the tasks performed by distributive employees and management personnel in a variety of business establishments concerned with export sales, trade controls, foreign operations, attitudes, monetary problems, and other elements in international marketing.

Title THE COMMON MARKET AND INTERNATIONAL TRADE

Author Jack Stietelmeier *Date Pub.* 1971

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $1.50 *Length* 37 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A narrative manual explaining the characteristics of the countries making up the common market; their importance to world trade and their relationships with the United States are detailed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student assignments are given at the end of each section.

Title EXPORT & IMPORT PRACTICES

Author *Date Pub.* 1961

Publisher Vocational Instructional Materials Laboratory
Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Student *Cost* *Length* 13 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 72 hours

OBJECTIVES: To acquaint the student with the use of market surveys and international banking practices involved with this type of business.

SUMMARY DESCRIPTION: Consists of a course outline entitled Advanced Export and Import Practices. An analysis is made of the export and import business in a number of Central and South American countries. A bibliography which lists the references used by the student throughout the course is enclosed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXPORT MARKETING FOR SMALLER FIRMS

Author The International Marketing Institute *Date Pub.* 1966
Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* $1.00 *Length* 80 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To set forth a practical, low cost, self-administered system of market research to enable small business concerns to determine appropriate means for entry into or expansion of export operations.

SUMMARY DESCRIPTION: The manual outlines for the owner or manager of smaller firms the sequence of steps necessary to determine whether and how to utilize foreign markets as a source of immediate and future profits. It describes the problems facing smaller firms engaged in, or seeking to enter, foreign trade and the many types of assistance available to help them cope with these problems. The study also provides a step-by-step guide to the appraisal of the sales potential of foreign markets, and to understanding the requirements of local marketing practices and procedures in those markets.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNATIONAL BUSINESS MANAGEMENT

Author David B. Zenoff *Date Pub.* 1971

Publisher Macmillan Co., 866 Third Avenue, New York, NY 10022

Teacher or Student Material Student *Cost* *Length* 320 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Explores the nature of involvement in international business by highlighting many of the important areas of activity required of a company when it decides to move into the international field. The discussion is intended to review why and how a company might become involved internationally, how foreign opportunities can be identified, what problems and risks might be encountered in international commerce, and how proper perspective can provide the basis for profitable operations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNATIONAL MARKETING

Author Philip R. Cateora *Date Pub.* 1971

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* $12.50 *Length* 934 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: The objective of this book is to present a conceptual framework for marketing in all foreign countries and provides concrete, action-oriented benefits to marketing managers and students of marketing the world around.

SUMMARY DESCRIPTION: The basic premise of this book is that in today's world of global enterprise, the approach of teaching the dynamic subjects of international marketing and international business from the narrow viewpoint of ocean transportation or export trade mechanics is not adequate.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNATIONAL MARKETING

Author Roland L. Kramer *Date Pub.* 1970

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $10.75 *Length* 638 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the financial and economic aspects of international marketing, as well as the social, political, legal, ethical, and environmental considerations involved in worldwide business. It presents a balanced treatment of subject matter--one that gives the student a broader and more accurate picture of marketing as a profession. For example, it presents both import and export information and both the theory and practice of marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title INTERNATIONAL MARKETING ADMINISTRATION

Author Edward M. Mazze **Date Pub.** 1967

Publisher Science Research Associates, Inc.
259 East Erie Street, Chicago, IL 60611

Teacher or Student Material Student **Cost** $2.75 **Length** 160 pages

Grade Level Collegiate **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Studies the international marketing operations of multinational firms from a managerial point of view. Chapter I discusses the environment for international business using an economic framework; Chapter II analyzes the foreign-buying decision; Chapter III discusses organization and planning for international marketing; Chapter IV is concerned with the management of product, place, promotion, and price policies of the multinational firms, and Chapter V develops guidelines for international marketing administration.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNATIONAL MARKETING - A COMPARATIVE SYSTEMS APPROACH

Author David Carson **Date Pub.** 1967

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student **Cost** **Length** 539 pages

Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is an initial effort to focus on comparative marketing as a whole, rather than on individual segments. Discusses domestic marketing systems in various parts of the world.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNATIONAL MARKETING MANAGEMENT

Author Michael J. Thomas *Date Pub.* 1969

Publisher Houghton Mifflin Co., Boston, MA

Teacher or Student Material Student *Cost* ______ *Length* 496 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the very basics of international marketing all the way through the development of the international corporation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNATIONAL TRADE AND INVESTMENT: THEORY, POLICY, ENTERPRISE

Author Franklin R. Root *Date Pub.* 1973

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $10.95 *Length* 688 pages

Grade Level Collegiate *Suggested Time of Use* ½ sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Explains and relates two aspects of international trade and investment--the national perspective and the enterprise perspective. The national perspective deals with the description and analysis of national economics while the enterprise perspective deals with the role of multinational enterprise in the world economy and its relations with national governments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Examinations Booklet.

PERSONAL SERVICES

04.15 00 00

Organized subject matter and learning experiences related to the tasks performed by sales and management personnel in establishments primarily engaged in providing services. Generally, these services are concerned with personal improvements and the care of a person or his apparel. Included in this category are laundries and drycleaning establishments, shoe repair shops, funeral homes, photographic studios, and dance or art studios.

Title DRY CLEANING SALES AND SERVICE

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $187.50 *Length* 5 filmstrips
Audio wi/o filmstrips $28.00

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers such points as: how to build door-to-door sales, selling from behind the counter, the importance of personal appearance, pre-planning, how to locate prospects, how to appeal to the five senses, six things to do and say in stopping complaints, specific dry cleaning procedures and operations, different types of soils and fabrics and how to handle each in the dry cleaning process, removing wrinkles and creases, garment inspection.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DRY CLEANING - SALES & SERVICE

Author *Date Pub.*

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student *Cost* $187.50 *Length* 5 filmstrips

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Five color filmstrips with cassette tapes. Topics covered are: 1) Bright Future - Chapter 1; 2) Bright Future - Chapter 2; 3) Bright Future - Chapter 3; 4) The Professional Dry Cleaning Story; and 5) Seven Keys to Fabric Service.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LAUNDRY AND DRYCLEANING

Author R. R. Willett *Date Pub.* 1966

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 8 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This bibliography provides a selected list of references covering the more important facets of the laundry and drycleaning industry. Material covering coin-operated, self-service establishments has been included as have references pertinent to the operation of laundry and drycleaning plants.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STARTING AND MANAGING A SMALL DRYCLEANING BUSINESS

Author Noel Grady *Date Pub.* 1966

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* $ .35 *Length* 80 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A number of the problems that enter into starting and managing a small drycleaning business are discussed, and some helpful suggestions are made.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

REAL ESTATE

04.17 00 00

Organized subject matter and learning experiences related to tasks performed by persons who act for themselves or as agents for others in real estate brokerages or other firms engaged in buying, selling, appraising, renting, managing, and leasing of real property.

Title REAL ESTATE AND INSURANCE

Author R. A. Hedges, F. B. Stubbs, R. L. Racster, H. C. Smith, and R. E. Valentine *Date Pub.* 1964

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 16 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This bibliography is divided into three principal sections: I. U. S. Government Publications; II. Nongovernmental Publications; and III. Trade Associations. Insurance and real estate brokers and agents will find both theoretical and applied materials from the resources listed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title REAL ESTATE LAW - INSTRUMENTS AND DOCUMENTS

Author ______ *Date Pub.* 1960

Publisher Vocational Instructional Materials Laboratory
Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Teacher *Cost* ______ *Length* 5 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 36 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A course outline entitled Real Estate Instruments and Documents which includes a bibliography.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title REAL ESTATE PRINCIPLES AND PRACTICES

Author ______ *Date Pub.* 1960

Publisher Vocational Instructional Materials Laboratory
Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Teacher *Cost* ______ *Length* 5 pages

Grade Level Adult *Suggested Time of Use* 36 hours

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of a course outline entitled Real Estate Brokers Training which includes a bibliography which lists several supplementary references used throughout the course.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Lectures and group discussions as well as periodic tests for evaluation purposes are given.

RECREATION AND TOURISM

04.18 00 00

Organized subject matter and learning experiences related to the variety of sales, counseling, and sales-supporting tasks performed by distributive employees and management personnel in establishments primarily engaged in providing amusement, recreation, entertainment, recreational supplies and equipment, or travel services. This instructional program also is designed for employees and management personnel engaged in other travel-serving businesses who assume responsibilities for stimulating the local economy through tourism.

Title ACCOUNTING FOR THE TRAVEL AGENT

Author Donald Madden *Date Pub.* 1973

Publisher University Press of Kentucky, Lexington, KY 40506

Teacher or Student Material Student *Cost* $11.00 *Length* 201 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To provide those without training in accountancy a clear and concise introduction to the basic concepts of accounting.

SUMMARY DESCRIPTION: Provides a clear, concise introduction to the basic concepts of accounting; outlines the design of an accounting system, and shows how to analyze the flow of data in such a system and how to generate statements and reports from that data. Shows how accounting should function in planning and control; how the manager can analyze his cash flow, control operating expenses, and formulate long-range profit plans. On the basis of extensive investigation of the travel industry, the author proposes a uniform system of account classifications, which is outlined in detail.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SPORTING GOODS

Author R. P. Willet and J. R. Grabner *Date Pub.* 1966

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 7 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography of the sporting goods industry which encompasses producers, wholesalers, and retailers of a wide variety of recreational equipment. It lists selected U. S. Government and nongovernmental publications relating to subjects of interest to the sporting goods industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAVEL AGENCY PROCEDURES

Author *Date Pub.* 1960

Publisher Vocational Instructional Materials Laboratory
Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Teacher *Cost* *Length* 7 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: To acquaint the student with the activities involved in operating a travel agency and with arranging domestic and foreign travel by various types of carriers.

SUMMARY DESCRIPTION: The outline is composed of 14 blocks of instruction which are further broken down into several units each. There is a bibliography which shows the various guides used in the industry for making up travel arrangements and computing tariffs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAVEL AGENCY AND TICKETING PROCEDURES

Author *Date Pub.* 1967

Publisher Vocational Instructional Materials Laboratory
Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Teacher *Cost* *Length* 13 pages

Grade Level Secondary/Adult *Suggested Time of Use* 72 hours

OBJECTIVES: To teach the student the procedures involved in handling reservations and making out tickets for travel by airlines in the U. S. and foreign countries.

SUMMARY DESCRIPTION: This course outline entitled Airline Reservations and Ticketing is useful as an advanced course for students who have taken the course in travel agency procedures as it covers, to a greater extent, the reservation and ticketing procedures used in a travel agency. Included is a bibliography which lists other references.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAVEL AGENCY AND TICKETING PROCEDURES

Author *Date Pub.* 1963

Publisher Vocational Instructional Materials Laboratory
Lindsey Hopkins Educational Center, Miami, FL

Teacher or Student Material Teacher *Cost* *Length* 11 pages

Grade Level Secondary/Adult *Suggested Time of Use* 72 hours

OBJECTIVES: To show where and how necessary information may be obtained to handle the various types of customers encountered in ticketing.

SUMMARY DESCRIPTION: Consists of a course outline entitled Airlines Reservations and Ticketing - Intermediate. This course covers a wide range of rules, regulations, and tariffs encountered in ticketing passengers on international flights to various countries, and on different airlines throughout the country.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

TRANSPORTATION

04.19 00 00

Organized subject matter and learning experiences related to the physical movement of people, personal effects and products, and the sales, storing, and sales-supporting tasks performed by distributive employees and management personnel in enterprises engaged in passenger and freight transportation, public warehousing, and services incidental to transportation.

Title CONTAINERIZATION: THE NEW METHOD OF INTERMODAL TRANSPORT

Author Lawrence J. Rinaldi Date Pub. 1972

Publisher Sterling Publishing Co., Inc., 419 Park Avenue South, New York, NY 10016

Teacher or Student Material Student Cost $6.95 Length 96 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the new field of containerization in detail.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ECONOMICS OF TRANSPORTATION

Author M. T. Farris Date Pub. 1971

Publisher American Society of Traffic and Transportation, Inc.
547 West Jackson Boulevard, Chicago, IL 60606

Teacher or Student Material Both Cost $5.00 Length 60 pages

Grade Level Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Guideline for study or instruction in the field of transportation economics. Complete bibliography and sample questions and answers for the certification program of the professional "AST & T."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT TOOLS & CONCEPTS

Author Warren Rose *Date Pub.* 1971

Publisher American Society of Traffic and Transportation, Inc.
547 West Jackson Boulevard, Chicago, IL 60606

Teacher or Student Material Both *Cost* $5.00 *Length* 49 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Guideline for study or instruction in the general business areas of accounting, finance, statutes, marketing and management principles as related to transportation. Complete bibliography and sample questions and answers for the certification program of the professional "AST & T."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MATERIALS HANDLING: TRAFFIC AND TRANSPORTATION

Author Tyler and Corenthal *Date Pub.* 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $5.37 *Length* 299 pages

Grade Level Secondary/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses attention on how initial positions in the field of physical distribution can become a foundation for careers in mid-management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($2.40), Student Activity Guide ($3.96). and Tests ($ .72)

Title A MINI TRAFFIC COURSE

Author Dorothy E. Geiss *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Both *Cost* $6.50 *Length* 22 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a thorough understanding of the responsibilities, functions and terminology of the Traffic Department. Includes chapters on regulation of transportation, responsibilities of Traffic Manager, transportation costs, routing, modes of transportation, minimum shipments, F.O.B. terms of sale, freight allowance and equalization, chargebacks, tracing, expediting, returns to vendors and carrier claims.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN TECHNIQUES IN MATERIALS HANDLING

Author ________ *Date Pub.* 1966

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $4.50 *Length* 74 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: Provides guidelines for reducing the substantial costs incurred in those areas of operations commonly designated as "materials handling." Covers the importance and implementation of a total merchandise handling program, better planning and programming for materials handling, new techniques in merchandise sortation, modernizing in the smaller store, new installation and equipment, planning, building and equipping a new warehouse.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NEW WORLD OF PUBLIC WAREHOUSING
Author ____ *Date Pub.* ____
Publisher American Warehouseman's Association, 222 West Adams Street, Chicago, IL
Teacher or Student Material Student *Cost* Free *Length* 10 pages
Grade Level Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes how AWA can be of value to businesses during changing conditions in market and during other economic factors.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PHYSICAL DISTRIBUTION
Author Lawrence Walsh *Date Pub.* 1969
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student *Cost* $1.80 *Length* 124 pages
Grade Level Secondary/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Prepares the student for work in physical distribution: the field of transporting, warehousing, and handling merchandise. The demands of the jobs in physical distribution are the basis of the chapters organization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($2.00)

Title PHYSICAL DISTRIBUTION MANAGEMENT

Author D. J. Bowersox, B. J. LaLonde, and E. W. Smykay *Date Pub.* 1968

Publisher Macmillan Co., New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 469 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides an integrated, modern study of all functional areas of physical distribution. Part I establishes the scope and character of physical distribution management. Part II is devoted to the five primary activity centers and their relationship to efficient product movement within a logistical system. The student is thus shown how an effective systems design integrates all activity centers into a network of physical facilities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAFFIC TOPICS

Author ______ *Date Pub.* Monthly

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $13.50 *Length* Average issue 12 to 14 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This bulletin serves Traffic and Operations Managers with complete coverage on the latest traffic, receiving, reserve stockkeeping, transportation information, and matters of legislation affecting traffic operations. Money-saving tips and successful systems and procedures of particular stores are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAFFIC, TRANSPORTATION AND PHYSICAL DISTRIBUTION MANAGEMENT

Author R. D. Pashek *Date Pub.* 1971

Publisher American Society of Traffic and Transportation, Inc.
547 West Jackson Boulevard, Chicago, IL 60606

Teacher or Student Material Both *Cost* $5.00 *Length* 50 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Guideline for study or instruction in the field of traffic, transportation and physical distribution management. Complete bibliography and sample questions and answers for the certification program of the professional "AST & T."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRANSPORTATION LAW & REGULATION

Author J. J. Bron *Date Pub.* 1971

Publisher American Society of Traffic and Transportation, Inc.
547 West Jackson Boulevard, Chicago, IL 60606

Teacher or Student Material Both *Cost* $5.00 *Length* 80 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Guideline for study or instruction in the field of Transportation Law and Regulation with emphasis on practice before the Interstate Commerce Commission. Complete bibliography and sample questions and answers for the certification program of the professional "AST & T."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRANSPORTATION: A SERVICE

Author John de S. Coutinho *Date Pub.* 1972

Publisher Gordon and Breach Science Publishers, Inc., 440 Park Avenue South, New York, NY 10016

Teacher or Student Material Student *Cost* *Length* 638 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Contents include: The Role of Government in Transportation, Research and Priorities, Predicting the Demand for Transportation, Predicting the Effects of Advances in Transportation on Economic and Social Activities, The Role of Competition in Improving Transportation, Sociological Considerations, Historical Considerations, Transportation Planning for the Northeast Corridor, The Great Lakes Megalopolis and the Canadian Corridor, Urban Transportation: Concepts and Techniques; Overseas Transportation, Military Transportation, Mechanical Transportation Versus Human Mobility, Future Directions of Aircraft Utilization, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRANSPORTATION: A VITAL LINK IN DISTRIBUTION

Author *Date Pub.* 1972

Publisher D. E. Materials Lab 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 34 pages

Grade Level Secondary/Adult *Suggested Time of Use* 10 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A brief study in narrative form to introduce the varieties of carriers of raw materials and finished goods. Covers water, rail, truck, and air carriers with some of the advantages and disadvantages of each. Included are transparency masters and a list of additional references.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WAREHOUSING

Author Leland L. Howell *Date Pub.* 1961

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: The basic information sources listed in this bulletin are representative of the warehousing literature which will assist the small firm in planning and implementing the physical handling aspects of its marketing program.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OTHER RETAIL TRADE

04.20 00 00

Include here other organized instructional programs and learning experiences, emphasized in sales and sales-supporting tasks performed by distributive employees and management personnel in establishments engaged in selling merchandise purchased for resale to customers for personal, household, business or farm use, which are not listed above.

Title THE ROUTE SALESMAN'S YEAR

Author Fred DeArmond Date Pub. 1969

Publisher Mycroft Press, Springfield, MO 65804

Teacher or Student Material Student Cost ______ Length 96 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: This booklet is divided into 12 sections. Each section is a different month. Each month is a different aspect of salesmanship. Each section has a portion of questions pertaining to it, a vocabulary list, and an area of discussion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING THROUGH ROUTE SALESMAN

Author ______ Date Pub. 1965

Publisher Mycroft Press, Springfield, MO 65804

Teacher or Student Material Student Cost ______ Length 330 pages

Grade Level Collegiate Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: Confined to areas of sales management that are of common interest to marketers in all the various route selling industries. It is necessary to make only one distinction and that appears in two chapters. The distinction is between wholesale and retail. Every other section relates to interests common to all. Size of operation is not an important distinction.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OTHER WHOLESALE TRADE

04.31 00 00

Include here other instructional programs and learning experiences emphasized in sales and sales-supporting tasks performed by distributive employees and management personnel in places of business engaged primarily in selling goods to retailers, industrial, commercial, institutional and professional users, or bringing buyer and seller together, which are not listed above.

Title HOW TO SELL THE SUPERMARKETS: FOR NON-FOOD MANUFACTURERS & DISTRIBUTORS

Author Julian H. Handler **Date Pub.** 1966

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student **Cost** $7.95 **Length** 226 pages

Grade Level Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: A study of the booming multi-billion-dollar non-food market in the supermarket field. Focuses on the seven merchandise categories dominating non-food volume in supermarkets: aparel; health and beauty aids; housewares; magazines and books; phonograph records; stationery and toys. Discusses the problems of distribution, pinpointing seasonal-value merchandise, defining rapid-turnover items, providing for impulse buying areas and employing well-designed, appealing packaging. Includes charts, photos, statistical breakdowns, three directories and actual promotional and merchandising programs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPERATING COSTS AND RATIOS - WHOLESALING

Author Richard M. Hill **Date Pub.** 1965

Publisher Small Business Administration U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student **Cost** Free **Length** 3 pages

Grade Level Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Outlines the use of operating ratios for internal analysis, and for comparison with other firms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFIT BY YOUR WHOLESALERS' SERVICES

Author Richard M. Hill *Date Pub.* 1970

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 6 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses such services as: financing, recordkeeping, administrative practices, location, insurance, and personnel. Points out that the range of assistance varies according to the individual wholesaler and the line of merchandise. Some of the services are free, but others carry a fee.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNDERSTANDING WHOLESALING

Author *Date Pub.* 1971

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Student *Cost* $8.00 *Length* 30 slides

Grade Level Secondary *Suggested Time of Use* 1 hour

OBJECTIVES:

SUMMARY DESCRIPTION: A tour through a large hardware wholesaler's warehouse and office facilities. This series shows the merchandise arriving from the manufacturer and follows it out the door as it is delivered to the retailer. It features the order-packing procedure, data processing equipment for billing and various other wholesale functions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHOLESALING

Author *Date Pub.* 1966

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 18 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography of selected basic sources of information on the subject of wholesaling. Current information on wholesaling as well as additional fundamental knowledge may be obtained from the periodicals, services, and associations listed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHOLESALING

Author Kenneth Ertel *Date Pub.* 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $2.13 *Length* 124 pages

Grade Level Secondary/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This manual prepares students for entry-level work in 1) selling and promotion occupations, and 2) merchandise-handling occupations. It also provides skills and knowledge on which the student can develop his buying and managerial specialty, for wholesaling is a field where specialization pays.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($1.60)

OTHER INSTRUCTIONAL PROGRAMS

04.99 00 00

Include here other organized instructional programs and learning experiences, emphasized in marketing functions performed by employees, managers, and/or proprietors in establishments engaged in selling products or providing services to individuals and business establishments which are not classifiable as either retail or wholesale in nature and function.

7

ACCOUNTING AND RECORDKEEPING

Title ACCOUNTING FUNDAMENTALS

Author Fritz and Hoffman *Date Pub.* 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $5.00 *Length* Text-Kit

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: To give a basic understanding of accounting principles.

SUMMARY DESCRIPTION: Contains 28 chapters, each covering a specific aspect of accounting, with a Key Points section at the end and a variety of problem material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Solutions Manual ($2.00)

Title AN ACCOUNTING PRIMER

Author Elvin Midgett *Date Pub.* 1969

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $ .95 *Length* 175 pages

Grade Level Secondary/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Information on: correcting and reversing entries, payroll tax accounting, buying and selling on credit, discounts, savings, bad debts, depreciation, partnerships, division of profits, expansion and liquidation, stock, bonds and dividends.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ACCOUNTING IN SMALL BUSINESS DECISIONS

Author James Gibson and Warren Haynes *Date Pub.* 1963

Publisher University Press of Kentucky, Lexington, KY 40506

Teacher or Student Material Student *Cost* $3.00 *Length* 147 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To provide a large-scale empirical examination of how small firms actually use accounting data in making operating decisions.

SUMMARY DESCRIPTION: Although accounting has a major role in motivating small business decisions, this study of the actual practices of approximately one hundred firms reveals that insufficient use is made of the data provided by accounting in making the decisions themselves. Within the limitations of time and revenue common to small business, the authors recommend simple ad hoc systems that may be derived from regular accounting procedures, which, together with flexibility and sound interpretation, will assist the businessman in making operating decisions. Special emphasis has

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BOOKKEEPING

Author *Date Pub.*

Publisher National Book Company, A Division of Educational Research Associates, 1119 S.W. Park Avenue, Portland, OR 97205

Teacher or Student Material Student *Cost* 1st or 2nd sem. $238.80 $429.60 Complete set *Length* 48 tapes 96 lessons

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Correlated with South-Western Text, 23rd Ed. Careful presentation of each bookkeeping concept.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 20TH CENTURY BOOKKEEPING AND ACCOUNTING

Author Boynton, Carlson, Forkner, and Swanson *Date Pub.*

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $6.00 *Length* 500 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers basic bookkeeping and accounting principles, types of business organizations, and automated data processing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Achievement Tests, Working Papers, Practice Sets, and Bookkeeping Charts.

Title BOOKKEEPING FUNDAMENTALS

Author Fritz and Hoffman *Date Pub.* 1965

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* *Length* 103 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: To provide bookkeeping fundamentals to those who do not have time for formal education.

SUMMARY DESCRIPTION: A programmed learning aid that covers the basic theory of bookkeeping and the applications of this theory to the recording of business transactions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BUSINESS PRACTICE

Author *Date Pub.* 1969

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $1.89 *Length* Practice set

Grade Level Secondary *Suggested Time of Use* Approx. 4 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: In this practice set, the student will keep the records for a retail business that deals in office supplies and equipment. Activities include: recording in the journals; posting the customers' accounts; and using business forms pertaining to sales, purchases, bills, checks, and other business transactions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CENTURY 21 ACCOUNTING

Author Boynton, Swanson, Carlson, and Forkner *Date Pub.* 1972

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* *Length* 750 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the accounting cycle in its simplest form. Includes payroll systems, automated data processing, sales tax, bad debts, depreciation, and partnerships and corporations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CLERICAL PAYROLL PROCEDURES

Author Fuller and Pendery *Date Pub.* 1974

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $2.24 *Length* Text-workbook

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Involves the students with the Crown Toy Company as general office clerks who are responsible for the preparation of the weekly payroll. Students are given a variety of payroll applications ranging from payroll preparation for workers on an hourly basis to employees working on a piece-rate basis.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title CLERICAL RECORD KEEPING

Author Harold Baron and Solomon Steinfeld *Date Pub.* 1971

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $6.52 *Length*

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Materials are provided to train students in the handling of business papers and records up to the point where double-entry bookkeeping takes over.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DICTIONARY OF ACCOUNTING TERMINOLOGY

Author *Date Pub.* 1972

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* *Length* 30 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Presents accounting terminology in alphabetical order with definitions and cross references.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GENERAL RECORDKEEPING

Author Huffman, Stewart, and Schneider *Date Pub.* 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $5.49 *Length*

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES: (1) To prepare students for office and related occupations; (2) To teach students how to become intelligent consumers; and (3) To provide students with groundwork for continuing study.

SUMMARY DESCRIPTION: While the personal-use applications of recordkeeping are presented, this edition focuses on the vocational aspects. Students are provided with a sound preparation for office employment and a foundation for further study. Projects for family and small business operations are included to add realism and provide application materials.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Source Book and Key ($7.60), Student Activity Guide and Working Papers (Part One or Two - $1.74), and Tests (I or II - $ .54).

Title PROJECTS IN CLERICAL RECORD KEEPING

Author Rosenberg *Date Pub.* 1968

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $2.82 *Length* 377 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This combination text and workbook contains six projects for a retailer selling to the home, a wholesale bakery, a general insurance agency, a retail credit store, a department store, and a supermarket. The projects provide training for such clerical duties as preparing monthly statements, making out payroll records, filling out sales slips, preparing daily and periodic summary sheets, keeping accounts receivable records, figuring sales taxes and markup, making out checks and deposit slips, and many other clerical activities. Each project may be ordered separately.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title YOUR BUSINESS RECORDS

Author *Date Pub.* 1971

Educational Book Division
Publisher Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* *Length* 23 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses what business records one must keep and how long to keep them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

BUSINESS LAW

Title APPLIED BUSINESS LAW

Author McKee Fisk, Norbert Mietus, and James Snapp *Date Pub.* 1972

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $6.36 *Length* 681 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES: (1) To teach preventive law, law and the minor; and (2) To learn about contracts, commercial paper, torts and criminal law, and the rights and responsibilities of citizenship.

SUMMARY DESCRIPTION: Presents personal, social, consumer, and business law. Examples are used throughout the text to emphasize particular points of law or to clarify difficult concepts. The influence of the Uniform Commercial Code is recognized and emphasis is placed on preventive law.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Workbook ($1.96), Tests 1-12 and Final Examination ($ .36), Textbook, Abridged ($5.28), Workbook, Abridged ($1.40), and Tests 1-9 and Final Examination ($ .28).

Title BUSINESS LAW SERIES

Author *Date Pub.*

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student *Cost* $325.00 *Length* 60 lectures
30 cassette tapes

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Key points of business law are emphasized through use of appropriate illustrations and exercises in the workbooks.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Workbook I (lessons 1-32; $5.65), Workbook II (lessons 33-60; $5.65), and Key to Workbooks ($2.50)

Title THE LAW OF CONTRACTS

Author K. O. Myers *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 97 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: An unusual approach to a unit on the legal problems of contracts. It can be reproduced on overhead transparencies, shown on an opaque projector, or used as an individualized packet.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TODAY'S BUSINESS LAW

Author Kennard E. Goodman *Date Pub.* 1966

Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017

Teacher or Student Material Student *Cost* $4.47 *Length* 640 pages

Grade Level Secondary/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Latest information on the Uniform Commercial Code. A programmed preview study furnishes an overview of each section followed by multiple choice exercises. The preview study presents new legal principles, definitions and terms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS. Teacher's Key and Manual ($1.50), Workbook ($1.60), and Tests ($ .60).

Title WHAT EVERY RETAILER SHOULD KNOW ABOUT THE LAW

Author R. Duffy Lewis and J. Norman Lewis *Date Pub.* 1963

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $5.00 *Length* 100 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: To give the retailer a simple and workable knowledge of the law.

SUMMARY DESCRIPTION: Deals with the problems, restrictions and rights of retailers under the law. Covers the retailer and his customer, problems concerning orders and deliveries, government restrictions, the retailer and his employee.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title APPLIED MATHEMATICS - AN INTRODUCTION

Author Chris A. Theodore *Date Pub.* 1971

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* *Length* 722 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The book discusses: Boolean Algebra; sets and logic; elements of algebra and analytic geometry; functions and their application to business operations; and elements of calculus with applications.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC MATHEMATICS FOR MANAGEMENT AND ECONOMICS

Author Lyman C. Peck *Date Pub.* 1970

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $9.25 *Length* 323 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: With emphasis on applications in the business world, the text covers the basic mathematical processes--linear equations and matrices, linear inequalities, linear programming, finance, probability, differential calculus, and integral calculus. A step-by-step presentation stresses method rather than abstract proof.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BUSINESS MATH/30

Author Rosenberg *Date Pub.* 1968

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $1.95 *Length*

Grade Level Secondary *Suggested Time of Use* 30 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A text-workbook for a 30-hour module of instruction that provides high school Vocational Office Education students with the basic arithmetic skills needed for office occupations. It follows the U. S. Office of Education's guidelines for the required 30-hour course in "Fundamentals of Business Arithmetic" and "Business Mathematics."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Key ($1.80)

Title BUSINESS MATHEMATICS

Author Rosenberg and Lewis *Date Pub.* 1968

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $5.22 *Length*

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Specifically designed to stress the need for understanding why certain fundamental operations are employed rather than the mere employment of them. Emphasis is placed on business applications to provide a background for the understanding of recordkeeping, accounting, machine operation, and other allied subjects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Edition ($6.20), Teacher's Key to Workbook and Tests ($2.40), Workbook ($2.22), and Tests ($ .72)

Title COLLEGE MATHEMATICS: WITH APPLICATIONS IN BUSINESS AND ECONOMICS
Author Robert Mason *Date Pub.* 1971
Publisher Learning Systems Company, 1818 Ridge Road, Homewood, IL 60430
Teacher or Student Material Student *Cost* $3.25 *Length* 182 pages
Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A programmed learning aid designed to supplement basic textbooks in the subject area or to be used as core or essential material in courses or programs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTRODUCTION TO BUSINESS MATHEMATICS
Author John Ernest and Herbert Stein *Date Pub.* 1969
Publisher Glencoe Press, Beverly Hills, CA
Teacher or Student Material Student *Cost* *Length* 378 pages
Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Fundamentals of business mathematics for business administration students.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MATHEMATICS SKILL BUILDER

Author J. Robert Briggs and Loyce C. Gossage Date Pub. 1969

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student Cost $1.96 Length 162 pages

Grade Level Secondary Suggested Time of Use

OBJECTIVES: To provide a thorough review of fundamentals of mathematics

SUMMARY DESCRIPTION: Provides an effective review of the fundamental mathematical operations and applications. It is designed as a basic text for an intensive course or as a supplement to any basic mathematics textbook. This workbook is ideal for remedial situations and can be used effectively as a supplement to courses in clerical practice, general business, record keeping, distributive education, and business arithmetic. Model script is used throughout the book to help develop correct numeral construction. Frequent application problems encourage the student to master the fundamental arithmetic facts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKUP MATHEMATICS

Author Date Pub. 1967

Publisher Teaching Systems Corp., Boston, MA

Teacher or Student Material Student Cost Length 116 pages

Grade Level Secondary/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Teaches what markup is, how to calculate it, and why it is so important. The teaching approach is aimed at understanding--not just rote memorization of formulas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MERCHANDISING ARITHMETIC FOR RETAIL TRAINING

Author *Date Pub.* 1971

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.00 *Length* 35 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a thorough understanding of the arithmetic principles and procedures in buying and pricing goods through a specific and organized plan for training executive trainees and retailing students. Contains charts, review problems and questions. Chapters include profit and loss statement, methods of determining closing inventory at cost, features of the retail method of inventory, the retail method and buying plans, the merchandise budget and open to buy, price lines and markon, orders, invoices and vendors' discounts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MERCHANDISING MATH FOR PROFIT: AN EXECUTIVE HANDBOOK

Author Murray Krieger *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $2.95 *Length* 96 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Helps anyone in merchandising to solve the most intricate of retail math problems. Includes formulas for every conceivable retailing situation, essential definitions, markup charts. Covers inventories, purchases, profit, turnover, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MERCHANDISING MATHEMATICS

Author Patrick A. Carlo and Dennis H. Murphy *Date Pub.* 1967

Publisher Delmar Publishers, Mountainview Avenue, Albany, NY 12205

Teacher or Student Material Student *Cost* $2.25 *Length* 136 pages

Grade Level Secondary *Suggested Time of Use* 20 weeks

OBJECTIVES: To teach the student how to work the problems in mathematics which are encountered in the fields of distribution, retailing, merchandising and selling.

SUMMARY DESCRIPTION: Begins with a review of the fundamentals vital to success and leads through arithmetic which is required knowledge for retailing and merchandising employees. No higher mathematics is involved, only basic understanding and formulas which, when applied, are nothing more than an extension of the fundamentals of addition, subtraction, multiplication and division. The functional approach is used.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Guide ($1.00) and Test Booklet

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Title MERCHANDISING MATHEMATICS

Author Edwin B. Piper *Date Pub.* 1967

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $2.08 *Length* 92 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES: (1) To provide an effective review of the fundamental mathematical operations involving whole numbers, fractions, decimals, and percents; and (2) To present some of the common mathematical problems faced by the salesperson, the buyer, the merchandise manager, and the business owner.

SUMMARY DESCRIPTION: This text-workbook is divided into five parts to present the mathematics of sales transactions, employee earnings, purchasing, profits and pricing; and the mathematics needed by the small business manager. These five parts are divided into a total of 34 sections. The first 19 sections present fundamental operations and the subsequent sections deal with more advanced merchandising problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

CAREERS

Title THE BIG QUESTION

Author *Date Pub.*

Publisher New York Life Insurance Co.
Order from Association Films, Inc., 600 Madison Avenue, New York, NY 10022

Teacher or Student Material Student *Cost* *Length* movie 28 minutes

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on the story of two high school students and how they decide on a career. It emphasizes the importance of evaluating personal aptitudes and matching these with the demands and requirements of various careers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREER DEVELOPMENT ACTIVITIES

Author Larry J. Kenneke *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $3.28 *Length* 144 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This manual has ten sections containing 124 student activities designed to facilitate career development. Employment opportunities, understanding work, understanding yourself, career profiles, describing the worker, organized labor, starting a business, career preparation, getting a job, and holding a job are included in the contents.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Guide $2.00

Title CAREER DEVELOPMENT STANDARDS FOR VOCATIONAL AUTOMOTIVE SERVICE INSTRUCTION

Author – *Date Pub.* 1973

Publisher Motor Vehicle Manufacturers Association
320 New Center Building, Detroit, MI 48202

Teacher or Student Material Teacher *Cost* Free *Length*

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses career development in the automotive service industry by describing standards for various positions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREER EDUCATION PROGRAM VOLUME III

Author H. Eugene Wysong *Date Pub.* 1973

Publisher Houghton Mifflin Company, 110 Tremont Street, Boston, MA 02107

Teacher or Student Material Both *Cost* $15.00 *Length*

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of a sequence of detailed lesson plans accompanied by duplicating masters and transparencies. The duplicating masters and transparencies that accompany the volume encourage a variety of student activities and reinforce the material in the lessons. Emphasizing small group discussions and individual research, these activities include: taking field trips, interviewing people in different careers, taking part in occupational role play, inviting parents to participate as role models, using resource persons, preparing displays, developing individual and group presentations, and maintaining workbooks.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREER EXPLORATORY KIT

Author Date Pub.

Publisher Houghton Mifflin Company, 110 Tremont Street, Boston, MA 02107

Teacher or Student Material Student Cost $75.00 Length

Grade Level Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes over 450 different careers. Also included is one year's subscription to the updating Exploratory Service, with over 100 additions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Exploratory Service ($20.00 per year)

Title CAREER INFORMATION: MARKETING & DISTRIBUTION

Author Teresa Walton Date Pub. 1970

Publisher Americal Vocational Association
Publication Sales, 1510 H Street, N.W., Washington, DC 20005

Teacher or Student Material Teacher Cost $ .80 Length 31 pages

Grade Level Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This publication was prepared in an attempt to assist guidance and distributive education personnel in their task of securing relevant published career information.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREER OPPORTUNITIES FOR YOUR IN THE FABULOUS WORLD OF FABRICS

Author *Date Pub.* 1973

Publisher Textile Distributors Association, Inc.
1040 Avenue of the Americas, New York, NY 10018

Teacher or Student Material Student *Cost* Free *Length* 12 pages

Grade Level Secondary *Suggested Time of Use* 1 day

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the career opportunities in the field of textile marketing and distribution. Includes a flow chart showing the steps involved from raw fiber to finished textiles.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREER RESOURCE BIBLIOGRAPHIES

Author *Date Pub.*

Publisher National Career Information Center
APGA, 1607 New Hampshire Avenue, N.W., Washington, DC 20009

Teacher or Student Material Teacher *Cost* $ .75 each *Length*

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A series of career education bibliographies. Each bibliography lists print and non-print materials for career clusters. Materials are available from trade and professional associations, governmental and educational agencies, commercial publishers and producers and special career information projects. The following bibliographies pertain to distributive education: Careers in Advertising, Marketing and Public Relations, Careers in Agriculture and Agribusiness, Careers in Business, Office and Information Processing, Careers in Public Services Careers in Transportation, Careers in Social Services, and Careers in Hospitality, Recreation and Personal Services.

Title CAREERS IN AUTOMOTIVE SERVICE AND REPAIR

Author *Date Pub.* 1974

Pathescope Educational Films, Inc.
Publisher 71 Weyman Avenue, New Rochelle, NY 10802

with records 2 filmstrips
Teacher or Student Material Student *Cost* $40.00 *Length* 30 minutes
with cassettes $44.00

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Explores the wealth of occupations available in the automotive service industry and gives practical suggestions to students on how to get started and what the work is like.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN FASHION

Author *Date Pub.* 1973

Publisher Fairchild Publication, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $80.00 *Length* 34 slides

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on three career areas: design/production, retailing and communications. Some of the highlights are: Preparing for a Career in Fashion, The Textile Designer, The Fashion Illustrator, Many Facets to Modeling, Home Sewing as a Career, and Fashion Promotion: A Lot of Possibilities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title CAREERS IN FASHION AND TEXTILES

Author *Date Pub.* 1974

Pathescope Educational Films, Inc.
Publisher 71 Weyman Avenue, New Rochelle, NY 10802

with records 2 filmstrips
Teacher or Student Material Student *Cost* $40.00 *Length* 30 minutes
with cassettes $44.00

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Takes a look at people who provide one of the nation's most important services by designing, manufacturing and selling the clothes we wear and the cloth we need for countless other uses. Interviews disucss the personal satisfactions derived while showing the variety of jobs and the necessary skills, aptitudes and personality traits needed. People at work in the fashion and textile industry talk about how they got started, the opportunities for advancement, what kinds of people they work with, and what they like and dislike about working in this field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN FOOD SERVICE

Author *Date Pub.* 1973

Pathescope Educational Films, Inc.
Publisher 71 Weyman Avenue, New Rochelle, NY 10802

with records 2 filmstrips
Teacher or Student Material Student *Cost* $40.00 *Length* 30 minutes
with cassettes $44.00

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Defines the wide range of jobs and opportunities involved in distributing, preparing and serving food in a variety of places from ice cream parlors and gourmet restaurants to large institutions and franchises. The food service opportunities, satisfactions, challenges and types of work involved are covered in interviews. People working on the job discuss both the advantages and disadvantages of their work to help students make realistic choices.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN HOME FURNISHINGS

Author Date Pub. 1973

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both Cost Length 32 slides

Grade Level Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the opportunities in the field and how to prepare for the various jobs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title CAREERS IN HOTELS AND RESTAURANTS

Author Gerald W. Lattin Date Pub. 1967

Publisher Henry Z. Walck, Inc., New York, NY

Teacher or Student Material Student Cost Length 107 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasis is on careers in hotels and restaurants, the two largest elements of an even larger industry--mass housing and feeding. The other businesses involved offer many opportunities to train people in hotel or restaurant work.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title CAREERS IN INSURANCE

Author Date Pub.

Publisher Insurance Information Institute, 110 William Street, New York, NY 10038

Teacher or Student Material Student Cost Free Length 14 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Offers a brief description of the career opportunities in property and liability insurance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN MARKETING

Author Date Pub.

Publisher International Film Bureau, Inc.
332 Michigan Avenue, Chicago, IL 60604

Teacher or Student Material Both Cost Length 5 filmstrips

Grade Level Secondary Suggested Time of Use

OBJECTIVES: To present an overall picture of careers in marketing.

SUMMARY DESCRIPTION: Focuses primarily on retail distribution and sales clerk procedures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS AND OPPORTUNITIES IN RETAILING

Author Harriet Wilinsky *Date Pub.* 1970

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $6.75 *Length* 251 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers what kind of people suit what kind of retail situations, special preparation for retailing, what kind of stores are there, what kind of jobs, the various divisions from merchandising to operations, how to get the job and where to go for more information about retailing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN RETAILING

Author Peter F. Drucker *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $1.50 *Length* 61 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION. Covers people and their employment, the direction the retailers must go, and the buyer for the customer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN RETAILING & MARKETING SERIES

Author *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Each program Program I
Teacher or Student Material Both *Cost* $80.00 *Length* 28 35mm slides
Program II 32 slides

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of 2 programs. Program I - Careers in Department Stores covers every type of position from stock clerk and salesperson right up through top store management. An emphasis on fashion, selling, advertising, display, management, operations and home furnishings dramatizes the ever-increasing opportunities in this field. Program II - Careets in Food Merchandising deals with a representative group of jobs, ranging from stockmen to checker to departmental specialists to management. Each of the key managerial categories--meat, groceries, produce, dairy, non-food are covered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title CAREERS IN SALES

Author *Date Pub.*

Pathescope Educational Films, Inc.
Publisher 71 Weyman Avenue, New Rochelle, NY 10802

with records 2 filmstrips
Teacher or Student Material Student *Cost* $40.00 *Length* 30 minutes
with cassettes $44.00

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Demonstrates the vast variety and scope of careers in sales, recounting the vital role of salesmen in history, and assessing the prestige of sales in today's world. Discussion of desirable personality traits and of the opportunities, challenges and rewards of sales careers. Interviews suggest some ways of entering the field; outline qualifications, skills and knowledge needed; and stress sales as a career of freedom, creativity and opportunity.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAREERS IN SERVICE STATIONS

Author Date Pub. 1973

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both Cost $80.00 Length 37 slides

Grade Level Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Covers all aspects of careers in this area from attendant to owner. Some of the highlights are: Learning the Basics, You're Also a Sales Promoter, Supervisory Skills--On Your Way Up, Opportunities Unlimited, How Much Can You Make?, and Women on the Job.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title CAREERS IN TRANSPORTATION

Author Date Pub.

Publisher Pathescope Educational Films, Inc.
71 Weyman Avenue, New Rochelle, NY 10802

Teacher or Student Material Student Cost $40.00 with records Length 2 filmstrips 30 minutes
with cassettes $44.00

Grade Level Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Depicts the role of the transportation industry in everyone's life--moving people, goods and materials for short distances and long. Investigates the five major areas--air, railroads, trucking, merchant marine, municipal public transportation--describing types of occupations at all levels and the advancement opportunities, showing something of the duties and responsibilities in various kinds of jobs. The skills, aptitudes, personality traits and physical qualifications advantageous to this field are summarized.

AVAILABLE INSTRU[illegible] M[illegible]ERIAL AND TESTS:

Title CAREERS IN THE U. S. DEPARTMENT OF AGRICULTURE

Author _____ *Date Pub.* 1968

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* $3.25 *Length* _____

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* _____

OBJECTIVES:

SUMMARY DESCRIPTION: Career opportunities, employment benefits, salaries, and description of jobs in the U. S. Department of Agriculture.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONCISE HANDBOOK OF OCCUPATIONS

Author Editors: Joan M. Costello and Rita P. Wolfson *Date Pub.* 1970

Publisher Doubleday/Ferguson, 150 Franklin Avenue, Garden City, NY 11530

Teacher or Student Material Both *Cost* _____ *Length* 320 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* _____

OBJECTIVES:

SUMMARY DESCRIPTION: Over three hundred jobs varying in educational requirements. Each job description is complete on one page and includes: job definition, description of type work done, necessary personal employment outlook, earnings, working conditions, license or certification requirements. Each description is accompanied by a photograph of an actual job situation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CUSTOMER SERVICE

Author Leroy M. Buckner *Date Pub.* 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $1.89 *Length* 106 pages

Grade Level Secondary *Suggested Time of Use* 20-30 hours

OBJECTIVES: To prepare students for customer service jobs by using a behavioral approach. Behavioral goals, stated at the beginning of each chapter, tell exactly what is expected of the student after he finishes the chapter, the learning activities, and the chapter project.

SUMMARY DESCRIPTION: The customer-service field offers beginning workers a wide range of rewarding career opportunities. This text-workbook points out these career opportunities in the discussions on the nature and importance of entry-level jobs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and key ($2.00)

Title CAREERS UNLIMITED

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* Complete program $168.80 *Length* 6 units

Unit price $32.20/Individual tape-cassette

Grade Level Secondary/Adult *Suggested Time of Use* $5.20

OBJECTIVES:

SUMMARY DESCRIPTION: Familiarizes students with the demands, requirements and rewards of 36 high interest career opportunities. On-the-job interviews with leaders in each field adds enrichment and enhances understanding.

AVAILABLE INSTRUCTOR MATERIAL

Title DISTRIBUTIVE CAREER SERIES

Author Faye Gold and Raymond J. Grandfield *Date Pub.* 1972-1973

Publisher Fairchild Publications, Inc., 7 East 12 Street New York, NY 10003

Teacher or Student Material Student *Cost* $1.75 to $2.25 *Length* Approx. 100 pages each

Grade Level Secondary/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A five-part series. Each book is sequential but can be used independently, and is adaptable to any local geographic or business community. The development of basic skills, desirable work attitudes, and social contacts are emphasized throughout the series. The titles are: Book I - Distribution and Distributive Careers; Book II - Working In A Store; Book III - Working In A Service Industry; Book IV - Working For A Wholesaler; and Book V - Working In The Transportation Industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTRODUCTION TO SUPERMARKET OCCUPATIONS

Author C. Butt, W. D. Hailes, Jr., and W. Hemenway *Date Pub.* 1967

Publisher Delmar Publishers, Albany, NY

Teacher or Student Material Student *Cost* ______ *Length* 210 pages

Grade Level Secondary *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Basic information on the food distribution industry as a basis for advancement. Presents keys to success in supermarket occupations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Test booklet

Title IS A CAREER IN FINANCE, INSURANCE OR REAL ESTATE FOR YOU?

Author *Date Pub.* 1972

Publisher Counselor Films, Inc., 1728 Cherry Street, Philadelphia, PA 19103

Teacher or Student Material Student *Cost* $200.00 *Length* movie 15.5 minutes

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES: (1) To acquaint young people with the many occupations in the three areas; and (2) To make a wise choice of a career area for themselves and to plan and prepare for it while still in school.

SUMMARY DESCRIPTION: Similarities in the basic nature of occupations in the three areas of finance, insurance and real estate. Discusses the duties of various occupations, the education and training required, where people in the industry work, how they are paid, the prospects for advancement, the employment outlook and where to obtain further information.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title IS A CAREER IN THE HOTEL OR MOTEL BUSINESS FOR YOU?

Author *Date Pub.* 1972

Publisher Counselor Films, Inc., 1728 Cherry Street, Philadelphia, PA 19103

Teacher or Student Material Student *Cost* $200.00 *Length* movie 14 minutes

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES: (1) To acquaint young people with the various occupations in hotels and motels; and (2) To make a wise choice of a career area for themselves and to plan and prepare for it while still in school.

SUMMARY DESCRIPTION: Four categories of occupations found only in the lodging industry--those in housekeeping, in guest services, such as doormen and bellmen; in the front office, including various kinds of clerks, and those who are managers and their assistants.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title IS A CAREER IN RADIO OR TELEVISION FOR YOU?

Author **Date Pub.** 1972

Publisher Counselor Films, Inc., 1728 Cherry Street, Philadelphia, PA 19103

Teacher or Student Material Student **Cost** $200.00 **Length** 15 minutes

Grade Level Secondary **Suggested Time of Use**

OBJECTIVES: (1) To acquaint young people with the various occupations in radio and television; and (2) To make a wise choice of a career area for themselves and to plan and prepare for it while still in school.

SUMMARY DESCRIPTION: Four main career areas in broadcasting--engineering, sales, business and programming. The film surveys the education and training needed for jobs in broadcasting and discusses where the jobs are, the employment outlook, the rewards, advancement and other important job aspects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title IS A CAREER IN THE SERVICE INDUSTRIES FOR YOU?

Author **Date Pub.** 1971

Publisher Counselor Films, Inc., 1728 Cherry Street, Philadelphia, PA 19103

Teacher or Student Material Student **Cost** $200.00 **Length** 15 minutes

Grade Level Secondary **Suggested Time of Use**

OBJECTIVES: (1) To acquaint young people with the various service occupations and to motivate them to learn about all the career areas; and (2) To make a wise choice of a career area for themselves and to plan and prepare for it while still in school.

SUMMARY DESCRIPTION: Eight different categories: lodging, building, personal services, domestic, amus ment and recreation, apparel, protective, and the preparing and serving of food.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title IS A SALES CAREER FOR YOU?

Author Date Pub. 1971

Publisher Counselor Films, Inc., 1728 Cherry Street, Philadelphia, PA 19103

Teacher or Student Material Student Cost $200.00 Length 14.5 minutes

Grade Level Secondary Suggested Time of Use

OBJECTIVES: (1) To acquaint young people with the great variety of sales careers throughout the spectrum of business and industry; and (2) To make a wise choice of a career area for themselves and to plan and prepare for it while still in school.

SUMMARY DESCRIPTION: Discusses the nature of the work in a variety of sales occupations, the temperament and capabilities sales people should have, the required education and training, the outlook for employment, the jobs available, the rewards, the prospects for advancement and the future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title JACKSON'S TREE

Author Date Pub.

Publisher Audio Visual Dept.
General Mills, Inc., 9200 Wayzata Boulevard, Minneapolis, MN 55440

Teacher or Student Material Student Cost Length 15½ minutes

Grade Level Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses food industry careers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title JOBS FOR YOU: IT'S HAPPENING IN HOME ECONOMICS

Author ____ *Date Pub.* ____

Publisher Guidance Associates, 41 Washington Avenue, Pleasantville, NY 10570

Teacher or Student Material Student *Cost* $19.50 *Length* 1 filmstrip
(Add $2.00 for audio in cassette form)

Grade Level Secondary *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Interviews with working professionals describe careers in the hospitality industry, Extension Service, child development and fashion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title KNOWLEDGE AND SKILLS

Author ____ *Date Pub.* ____

Publisher The Sears Roebuck Foundation
Order from Association Films, 600 Madison Avenue, New York, NY 10022

Teacher or Student Material Student *Cost* ____ *Length* 21 minutes

Grade Level Secondary *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates the growing need for young people with technological skills and know-how. It offers a survey of the vocational training courses available in high schools.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MULTINATIONAL BUSINESS

Author Virgil Salera *Date Pub.* 1969

Publisher Houghton Mifflin Company, 110 Tremont Street, Boston, MA 02107

Teacher or Student Material Student *Cost* _____ *Length* 460 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Introduction to the field of international business and its pace-setting. Form of corporation organization, and multinational company.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title ON THE JOB

Author Editor: Joseph L. Norton *Date Pub.* 1970

Publisher Doubleday/Ferguson, 150 Franklin Avenue, Garden City, NY 11530

Teacher or Student Material Student *Cost* _____ *Length* _____

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of 65 actual work diaries. Each shows the many facets of a job that a worker experiences day-by-day. Shows not only what a person must be equipped to do to get a job, but what he must be prepared to do once he gets it.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title OPPORTUNITIES IN ADVERTISING CAREERS

Author George T. Clarke *Date Pub.* 1968

Publisher Vocational Guidance Materials
Universal Publishing & Distributing Corp., 235 East 45 Street, New York, NY 10017

Teacher or Student Material Student *Cost* $1.95 *Length* 96 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A specific career book designed to provide young men and women with all the facts needed to choose and plan their careers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPPORTUNITIES IN CLOTHING

Author Irene E. McDermott and Jeanne L. Norris *Date Pub.* 1972

Publisher Charles A. Bennett Co., Inc.
809 West Detweiller Drive, Peoria, IL 61614

Teacher or Student Material Student *Cost* $5.88 *Length* 350 pages

Grade Level Secondary/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION. Major emphasis is on wage earning occupations in clothing's world of fashion, merchandising and industrial sewing. Covers fibers, fabrics, color design, construction, fitting, and alteration--everything from receiving and handling merchandise to the world of fashion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPPORTUNITIES IN MANAGEMENT

Author Irene Place and Leonard Robertson *Date Pub.* 1969

Vocational Guidance Materials
Publisher Universal Publishing & Distributing Corp., 235 East 45 Street, New York, NY 10017

Teacher or Student Material Student *Cost* $1.95 *Length* 104 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ____________

OBJECTIVES:

SUMMARY DESCRIPTION: Answers important career questions and introduces new career fields. It is designed to provide young men and women with all the facts needed to choose and plan their careers intelligently.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPPORTUNITIES IN PERSONNEL MANAGEMENT

Author David Mack *Date Pub.* 1970

Vocational Guidance Materials
Publisher Universal Publishing & Distributing Corp., 235 East 45 Street, New York, NY 10017

Teacher or Student Material Student *Cost* $1.95 *Length* 132 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ____________

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses all pertinent aspects of the personnel workers job, providing an in-depth insight into the many opportunities to work with and for people.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OPPORTUNITIES IN RETAILING

Author ______ Date Pub. ______

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $ .30 Length 20 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: Depicts the merchandising store operation, control and credit, sales promotion, personnel and employee relations areas of retailing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PEOPLE & CHOICES: CAREER FOLIOS *

Author Watson, et. al. Date Pub. 1970

Publisher Harcourt Brace Jovanovich, Inc., 757 Third Avenue, New York, NY 10017

Teacher or Student Material Student Cost ______ Length ______

Grade Level Secondary Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of ten sets of Career Folios, each set focusing on a career group.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PEOPLE WHO INFLUENCE OTHERS

Author *Date Pub.*

Publisher Guidance Associates, 41 Washington Avenue, Pleasantville, NY 10570

Teacher or Student Material Student *Cost* $37.50 *Length* 4 filmstrips
(Add $2.00 for audio in cassette form)

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Introduces a model and cosmetics demonstrator who talks about selling products she believes in; an advertising executive who's working on a public service campaign for a city zoo; a county agent who invites students to a dairy farm where he helps farmers improve their farming methods. Program emphasizes qualities of gregariousness, self-confidence, sensitivity, empathy, leadership.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PUBLIC RELATIONS CAREERS: IN BUSINESS & THE COMMUNITY

Author Patrick Monaghan *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $7.95 *Length* 180 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Considers PR from three functional viewpoints: management, personnel and marketing. It defines and analyzes the relationship between companies and communities; the path a maturing PR man will follow; the best businesses for PR careers. All aspects of putting knowledge and techniques to work for career progress, as well as the tools, affiliations and other attributes of the PR function, are discussed. Also examined are non-profit and volunteer PR.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title REVOLUTION IN RELEVANCE

Author Date Pub.

Publisher Datafilms, 2625 Temple Street, Los Angeles, CA 90026

Teacher or Student Material Both Cost $225.00 Length 16mm movie 20 minutes

Rental $15.00 per week

Grade Level Secondary/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: For concerned students approaching their career decisions. The comprehensive story of how Vocational Education provides Relevance, Opportunity, Security, and Responsibility.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES TRAINEE JOB GUIDE

Author Date Pub.

Publisher J. C. Penney Co., Inc., 1301 Avenue of the Americas, New York, NY 10019
Educational & Consumer Relations

Teacher or Student Material Student Cost $ .05 Length leaflet

Grade Level Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes opportunities and responsibilities of a job, grooming, and how to prepare for an interview.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SALESMAN - AMBASSADOR OF PROGRESS

Author Donald Robinson *Date Pub.* 1967

Publisher Sales & Marketing Executives International, 630 Third Avenue, New York, NY 10017

Teacher or Student Material Student *Cost* Free *Length*

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the job of the salesman and its numerous advantages as a career.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SO YOU WANT TO BE A HOME APPLIANCE SERVICE TECHNICIAN

Author *Date Pub.* 1971

Publisher Houghton Mifflin Company, 110 Tremont Street, Boston, MA 02107

Teacher or Student Material Student *Cost* $150.00 Rental $15.00 *Length* 1 film

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Shows students the world of home appliance service through the experiences of a young trainee in the field. Offers an overview of the opportunities home appliance service offers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TEXTILES FOR YOU

Author *Date Pub.*

Publisher Public Relations Division, American Textile Manufacturers Institute, 1501 Johnston Building, Charlotte, NC 28202

Teacher or Student Material Student *Cost* Free *Length* 12 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates the variety of fibers and processes involved in the manufacture of textiles. A list of schools specializing in textiles is also included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title TOMMY LOOKS AT CAREERS

Author *Date Pub.*

Publisher B. F. Goodrich Co.
Order from Sterling Movies, Inc., 43 West 61 Street, New York, NY 10023

Teacher or Student Material Student *Cost* *Length*

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A series of movies examining a variety of careers. For example, transportation, marketing, management, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE WORLD OF MARKETING AND DISTRIBUTION

Author *Date Pub.* 1973

Publisher Career World, 1560 Verta Drive, Harrisburg, PA

Teacher or Student Material Student *Cost* $80.00 *Length* 160 slides

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Includes sections on retailing, sales promotion, industrial sales, real estate, insurance, service trades, physical distribution, finance, credit, and buying.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title. YOUR CAREER IN THE HOTEL-MOTEL INDUSTRY

Author *Date Pub.*

Publisher American Hotel and Motel Assn., 221 West 57 Street, New York, NY 10019

Teacher or Student Material Student *Cost* Free *Length* 14 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the hotel business and lists 15 jobs for beginners, 18 jobs for people with special training or experience, and 10 jobs for people with extensive training and experience. Outlines training and education requirements--details on scholarships available.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR CAREER IN TEXTILES

Author Date Pub.

Publisher The American Textile Manufacturers Institute, Inc.
1501 Johnston Building, Charlotte, NC 28202

Teacher or Student Material Student Cost Free Length 20 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes many kinds of jobs in the textile industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR FUTURE IN RETAILING

Author Date Pub. 1971

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Student Cost $15.00 Length 54 35mm slides

Grade Level Secondary Suggested Time of Use 1 hour

OBJECTIVES:

SUMMARY DESCRIPTION: A trip through a large modern department store showing all the different jobs available.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR FUTURE, CAREERS IN CONSUMER FINANCE

Author **Date Pub.**

Publisher Educational Services Division, National Consumer Finance Assn., 1000 Sixteenth Street, N.W., Washington, DC 20006

Teacher or Student Material Student **Cost** Free **Length** 24 pages

Grade Level Secondary **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Describes personal attributes, education and training for careers in consumer finance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR FUTURE - ARCO-ROSEN CAREER GUIDANCE SERIES

Author **Date Pub.**

Publisher Career World Book Service, 501 Lake Forest Avenue, Highwood, IL 60040

Teacher or Student Material Student **Cost** Complete set $59.95 Single titles $1.95 **Length** 40 books

Grade Level Secondary **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: All of the books in this series are written by prominent men and women who are successful in their chosen fields. The series covers all the major careers in practical terms for the young man or woman who is interested in more than "just a job."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR JOB IN DISTRIBUTION

Author Beaumont and Langan *Date Pub.* 1968

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $4.17 *Length*

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the different kinds of retail stores and studies businesses that sell services at retail. The role of the wholesaler and other kinds of businesses that sell their services to the public and to industrial consumers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($1.60), and Job Activity Guide I and II ($1.62 each)

Title YOUR OPPORTUNITIES IN RETAILING

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $ .25 *Length* 12 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: An explanatory brochure of the opportunities in retailing. Includes questions for an applicant to first ask himself to decide if retailing is for him. Gives data on the industry and explains different types of retailing operations and positions available.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

CONSUMER EDUCATION

Title ADVERTISING: INFORMATION, PERSUASION, OR DECEPTION

Author *Date Pub.* 1973

Publisher Journal Films, Inc., 909 Wesy Diversey Parkway, Chicago, IL 60614

Teacher or Student Material Student *Cost* *Length* 16mm sound motion picture 13 minutes

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This film allows the viewer to consider the purpose of contemporary advertising and to distinguish between the informational and manipulative uses of advertising. Using current advertisements in various media as examples, the film highlights the fact that all advertising is self-serving. There is an implicit message cautioning consumers to analyze advertisements based on an emotional appeal, to read between the lines in order to ferret out facts, and to avoid the "gullitility trap."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC PRINCIPLES IN FAMILY MONEY AND CREDIT MANAGEMENT

Author Carl F. Hawyer *Date Pub.* 1968

Publisher National Consumer Finance Assn., 1000 16th Street, N.W., Washington, DC 10036

Teacher or Student Material Student *Cost* *Length* 12 pages

Grade Level Secondary *Suggested Time of Use* 2 weeks

OBJECTIVES: To provide background information about the type of financial institution which specializes in and provides the largest volume of cash installment credit.

SUMMARY DESCRIPTION: Information about consumer finance prepared as background reading for classroom discussions and projects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CLOTHING COMMUNICATES

Author **Date Pub.**

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student **Cost** $3.50 **Length** 6 minutes

Grade Level Secondary/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Developed to awaken the observer to some of the possible reasons why we dress as we do. Clothing is a means of communication by which we convey, more or less consciously, silent messages to the world around us. This filmstrip illustrates several ways our personalities influence our clothing and ...how our clothing may affect our personality.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COLOR CONCEPTS

Author **Date Pub.**

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Teacher **Cost** $10.50 **Length** 2 filmstrips

Grade Level Secondary/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION A teaching unit on color. Planned to provide a basic introduction to color, this teaching supplement includes two filmstrips: I. Color Concepts--how eyes and mind see color. II. Looking For Color--seeing color ideas everywhere and translating them into use.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COLOR, TEXTURE, DESIGN IN SPACE

Author *Date Pub.*

Consumer Relations
Publisher The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati, OH 45241

Teacher or Student Material Student *Cost* Free *Length*

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The basic concepts of color, texture, design and space and their inter-relationship. Manual includes colorful diagrams and interesting assignments to help interpret the facts presented.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE CONCERN FOR QUALITY

Author *Date Pub.*

Publisher National Association of Manufacturers, New York, NY

Teacher or Student Material Student *Cost* Free *Length* 2 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses ways to contact businesses where goods have been purchased but must be returned.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER BEHAVIOR

Author Edited by A. S. C. Ehrenberg and F. G. Pyatt *Date Pub.* 1971

Publisher Penguin Books, Inc., 7110 Ambassador Road, Baltimore, MD 21207

Teacher or Student Material Student *Cost* $3.95 *Length* 380 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of readings on the ways in which the consumer's behavior varies in response to products and brands, distribution channels, pricing policies, and promotion. The first two Parts deal with the buying of non-durable goods and with consumer motivation. Part Three covers consumer durables, with an emphasis on forecasting demand. Part Four looks at some of the modern forms of economic analysis of demand, supply, and price.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER BEHAVIOR

Author Thomas S. Robertson *Date Pub.* 1970

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $3.10 *Length* 169 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Explores the sources of and influences on consumer action. It discusses the principal areas of consumer behavior investigation based on the psychological dimensions of perception, learning, motivation, personality, and attitudes, and on the social and cultural dimensions of group processes, personal influence, culture, and social class.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER BUYING GUIDE FILMSTRIP KIT

Author *Date Pub.*

Educational & Consumer Relations
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York,
NY 10019

Teacher or Student Material Teacher *Cost* $4.00 *Length* Kit

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses how to buy sheets and pillowcases. Unit includes packet of labels, 20 printed buying guides, filmstrip, commentary, and wall chart.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER BUYING GUIDE REPRINTS

Author *Date Pub.*

Educational & Consumer Relations
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York,
NY 10019

Teacher or Student Material Student *Cost* $ .06 Each *Length*

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Includes information on men's dress shirts, shoes, pillows, towels, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER CREDIT (FACTS FOR YOU)

Author Mors Date Pub. 1959

Publisher Bureau of Business Research, Western Reserve University, Cleveland, OH

Teacher or Student Material Student Cost $ .30 Length 32 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Reasons for use of credit, paying old debts, and the **main** sources of credit. Answers the following questions: 1. Are consumer credit charges excessive? 2. How to tell what rate you pay?

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE CONSUMER DECIDES

Author Date Pub.

Educational & Consumer Relations
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York,
NY 10019

Teacher or Student Material Student Cost $3.50 Length 6 minutes

Grade Level Secondary/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This filmstrip relates consumer rights and responsibilities to consumer satisfaction with purchases.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER DECISION MAKING - GUIDES TO BETTER LIVING

Author Warmke, Wyllie, Sellers *Date Pub.* 1972

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $6.20 *Length* 482 pages

Grade Level Secondary *Suggested Time of Use* ________

OBJECTIVES: (1) To introduce students to economic processes; (2) To explain the student's role as a consumer; and (3) To teach wise money management.

SUMMARY DESCRIPTION: Emphasis is placed on the application of economic principles to the everyday problems of individuals in society rather than on economic theory. Introduces the student to a broad-based understanding of the economic process and its relationship to the student's personal role as a consumer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title CONSUMER ECONOMIC PROBLEMS

Author Wilson, Eyster, Warmke and Wyllie *Date Pub.* 1971

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $6.68 *Length* 665 pages

Grade Level Secondary/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the essentials of economic principles and business relations woven into a fabric of experience that moves from student experiences to the responsible experiences of an adult life of earning, spending, voting, and managing money.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Workbook ($1.92), Tests ($ .36), and Consumer Guides for Buying ($1.48)

Title CONSUMER EDUCATION BIBLIOGRAPHY

Author *Date Pub.* 1969

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* *Length* 170 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This bibliography is a listing of over 2,000 books, booklets, pamphlets, films, filmstrips, etc., in the field of consumer interests and education.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER EDUCATION PROGRAMMED INSTRUCTION UNITS

Author *Date Pub.* 1970

Publisher Delti Pi Epsilon, Inc.
National Office, Gustovus Adolphus Collete, St. Peter, MN

Teacher or Student Material Teacher *Cost* *Length* 274 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION Covers the areas of buying services, housing, making use of insurance, buying goods, general principles of consumer purchasing, budgeting and managing money, using consumer credit wisely, buying goods (clothing, household furnishings and appliances), purchasing and maintaining automotive products and services, using leisure time, and energy and money.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title CONSUMER LAW - RIGHTS AND RESPONSIBILITIES

Author *Date Pub.* 1971

Publisher Austin H. Kiplinger, 1729 H Street, N.W., Washington, DC 20006

Teacher or Student Material Student *Cost* *Length* 4 packets

Grade Level Secondary/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents information about the law--case studies, records, simulation, etc. Focuses on the relationship between the law and consumers' right.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide, and a recording to introduce the study of consumer law.

Title THE CONSUMER LOOKS AT DECEPTIVE PACKAGING

Author Warne *Date Pub.* 1961

Publisher Council on Consumer Information, Colorado State College, Greeley, CO

Teacher or Student Material Student *Cost* $ .50 *Length* 34 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the methods and laws concerning deceptive packaging, cost of packaging to the consumer, and how the consumer can protect himself.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title THE CONSUMER IN THE MARKETPLACE

Author Leon Levy, Robert Q. Feldman and Simpson Sasserath *Date Pub.* 1970

Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017

Teacher or Student Material Student *Cost* $7.84 *Length* 320 pages

Grade Level Secondary/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The consumer's influence and problems managing money, using credit, techniques of consumer purchasing, insurance, consumer laws and protection, and a guide to social living.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER MATHEMATICS

Author Lankford *Date Pub.* 1971

Publisher Harcourt Brace Jovanovich, Inc., 757 Third Avenue, New York, NY 10017

Teacher or Student Material Student *Cost* *Length* 1 year

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Mathematics for everyday living especially for persons who do family shopping.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER - SEARCH FOR THE CONSUMER INTEREST

Author David A. Aaker and George S. Day *Date Pub.* 1971

Publisher Free Press, New York, NY

Teacher or Student Material Student *Cost* *Length* 442 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Articles dealing with the activities of government, business, and independent organizations in the field of consumer interest. Selections come from a variety of sources, with particular emphasis on the legal and business aspects of consumer protection.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE CONSUMER IN SOCIETY

Author Leonard T. Kreisman *Date Pub.* 1964

Publisher The Odyssey Press, Inc., New York, NY

Teacher or Student Material Student *Cost* *Length* 246 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To help gather the information that a well-informed consumer should have in order to make intelligent decisions in our modern society.

SUMMARY DESCRIPTION: Discusses: budgeting and marketing; checking accounts; insuring your health; insuring your life; where to save; the stock market, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMERISM: GETTING YOUR MONEY'S WORTH

Author Annalee Gold *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $100.00 *Length* 48 color 35mm slides

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES: To help everyone involved in consumerism act fairly and intelligently in a wide variety of real-life situations.

SUMMARY DESCRIPTION: Contents include: appealing to a store head; budgeting sensibly; buying a car; buying clothing; buying food; buying home furnishings; buying a major appliance; dealing with salespeople; determining product value; interpreting guarantees; investing in a business; maintaining a savings account; purchasing by mail; reading an ad effectively; seeking professional counsel; selecting a reliable store; signing a contract; taking out a loan; understanding repair estimates; and writing checks.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title THE CONVENIENCE-ORIENTED CONSUMER

Author W. Thomas Anderson, Jr. *Date Pub.* 1971

Publisher Bureau of Business Research
The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $5.00 *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To meet the needs of the consumer by discussing the behavior limits the marketer faces in his efforts to meet the demands of the rapidly expanding convenience-goods market.

SUMMARY DESCRIPTION: This is a study concerning problems, research and findings on various types of consumers at different socio-economic levels and the motivation factors in purchasing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREDIT: A CONSUMER RESOURCE

Author Date Pub.

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Teacher Cost $8.00 Length 1 filmstrip

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This unit has been designed to focus on such major ideas as: attitudes and their effect upon the use of credit; different types of credit; reasons for and against buying on credit; and shopping for credit. Case studies, transparencies are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title THE DARKSIDE OF THE MARKETPLACE

Author Jean Carper and Warren Magnuson Date Pub. 1968

Publisher Educational Book Division
Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student Cost $1.75 Length 240 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This book discusses consumer deception and those who perpetrate it. Describes laws that aid and abet the deceivers, and the need for other laws to protect consumers. With facts, figures, and case histories, the authors make known the tricks of the trade.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DECISION MAKING FOR CONSUMERS

Author _______ *Date Pub.* _______

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Teacher *Cost* $11.50 *Length* Kit

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* _______

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a tool for teaching the intellectual approach to decision making. Theories about decision making as well as actual models are provided to help consumers understand the steps involved in making a decision.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title DO YOU KNOW YOUR ECONOMIC ABC'S?

Author _______ *Date Pub.* 1968

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* $ .30 *Length* 46 pages

Grade Level Secondary *Suggested Time of Use* 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: Story of our free enterprise marketing system as it works through the producer, the distributor, and the consumer. The marketing functions which in their constant interplay makes possible the delivery of goods to the American household when and where they are needed is explained.

AVAILABLE INSTR [illegible]

Title FAMILY FINANCIAL MANAGEMENT

Author Finch and Roman *Date Pub.* 1970

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $2.64 *Length* Practice set

Grade Level Secondary/Adult *Suggested Time of Use* Approx. 4 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: The student will learn to keep the records for an average family of four during a three-month period, and should also learn how to compare a budget with actual expenditures and to plan a budget for future expenditures. The materials consist of: a narrative of transactions, business papers, a family records of receipts and payments, a checkbook, and a file.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title FANTASTIC JOURNEY

Author *Date Pub.*

Publisher Consumer Relations
The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati, OH 45241

Teacher or Student Material Student *Cost* Free *Length* 15 minutes

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This film traces the adventures of a talking coffeemaker as it makes its way through the S & H Chicago distribution center. Via amusing comments on his computerized, conveyor-belted environment, the coffeemaker gives a serious lesson on modern merchandise distribution technology.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FASHIONS & FABRICS

Author *Date Pub.* 1970

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Teacher *Cost* $1.25 *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The fiber covered is polyester. Included are swatched pages, pattern envelopes, a Textile Newsletter on polyester, and a fashion information sheet.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Also available in Spanish.

Title FINANCING A NEW PARTNERSHIP

Author *Date Pub.*

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Teacher *Cost* $1.25 *Length* Unit

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Includes reference sheets on the following subjects: understanding your income (including deductions); adding a new member to the family (including suggested minimum layette and maternity wardrobe); and financing major purchases (including information on credit). Also included is a game which was developed to use the backgrounds, income, values and goals of couples and information from the reference sheets in problems solving situations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GUARANTEES & WARRANTIES

Author *Date Pub.* 1970

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* Free *Length* 4 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A complete explanation of guarantees and warranties. Explains what they cover and how they protect the consumer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A GUIDE TO BUDGETING FOR THE FAMILY

Author *Date Pub.* 1965

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* $ .10 *Length* 13 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Gives steps in making a budget--determining goals, estimating income and expenses, setting up a budget, debt payments, regular monthly payment, day-to-day expenses; carrying out the budget--keeping records and evaluating the plan. Basic information about how to use consumer credit wisely is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOMES ARE FOR PEOPLE

Author *Date Pub.*

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $8.00 *Length* 3 filmstrips

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Filmstrips I and II - The psychological and sociological needs home can fulfill. These two filmstrips have a recording as well as a printed commentary. Filmstrip - This filmstrip has been planned for individual use by students in a self-teaching situation, although it may be used as a classroom lesson. Shows the importance of beauty in the home.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO BE A BETTER SHOPPER

Author *Date Pub.*

Publisher Consumer Relations
The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati, OH 45241

Teacher or Student Material Student *Cost* Free *Length* 12 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Includes theory of buying, shopping lists, supermarket layout, comparing, using wall charts, reading labels, purchase plans, consumer attitudes, and commonly used terms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide

Title HOW TO FURNISH A FIRST HOME

Author *Date Pub.*

Publisher Educational & Consumer Relations J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Teacher *Cost* $3.25 *Length* Kit

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to help think through basic values and needs for furnishing a first home. It is divided into three sections: Think Through Your Values; Think Through Your Needs; and Gather Ideas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO FURNISH A PRIVATE WORLD FOR TEENS

Author *Date Pub.*

Publisher Educational & Consumer Relations J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York

Teacher or Student Material Student *Cost* $ .35 *Length* 12 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Ideas for bedroom decorations for young women.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO PLAN YOUR SPENDING

Author *Date Pub.*

Publisher The Connecticut Mutual Life Insurance Co., Hartford, CT

Teacher or Student Material Student *Cost* Free *Length* 32 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses money management, determining net income, where does money go, planning your spending, and keeping track of your plan.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELECT FABRICS FOR GARMENTS

Author *Date Pub.*

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Teacher *Cost* $3.50 *Length* 1 filmstrip

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Basic information about fabric selection as well as twenty Consumer Buying Guides for use by students.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO USE CONSUMER CREDIT WISELY

Author Blake Date Pub. 1962

Publisher International Consumer Credit Association, St. Louis, MO

Teacher or Student Material Student Cost Free Length 30 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Encourages broadest use of consumer credit consistent with sound business principles and the welfare of the community.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGING YOUR MONEY

Author Date Pub. 1964

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student Cost $ .10 Length 12 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Tips on how to budget money wisely.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MONEY MANAGEMENT - YOUR SHOPPING DOLLAR

Author Money Management Institute *Date Pub.* 1972

Publisher Household Finance Corporation, Chicago, IL

Teacher or Student Material Student *Cost* $ .25 *Length* 32 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES: To help the shopper get the most value from the dollars he spends.

SUMMARY DESCRIPTION: Organized into sections pertaining to the shopper, purchasing agent, customer, and citizen. The purchaser 1) learns to define values; 2) plans spending; 3) develops shopping skills. A customer learns how to obtain buying information, know stores, plan use of cash or credit, follow shopping etiquette, and communicate with businesses.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MONEY TREE

Author Catherine DeCamp *Date Pub.* 1972

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $11.50 *Length* 352 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Presents vital information needed to stay solvent, shop for value, and make money grow. Hundreds of ways to avoid being tricked by the sharp practices common in our society.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

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Title PEOPLE AND CREDIT

Author Cronin *Date Pub.*

Publisher Illinois Consumer Finance Assn., 111 West Washington Street, Chicago, IL

Teacher or Student Material Student *Cost* Free *Length* 11 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The 3 ways of borrowing money which are common among families for personal needs and wants: charge accounts, installment sales credit, and cash credit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONAL FINANCE

Author *Date Pub.* 1972

Publisher Learning Systems Co., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* $3.50 *Length* 196 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A programmed learning aid designed to supplement basic textbooks in the finance area, or to be used as core or essential material in courses or programs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONAL MONEY MANAGEMENT

Author   Date Pub. 1967

Publisher American Bankers Assoc. 1180 Raymond Boulevard, Newark, NY 07102

Teacher or Student Material Student Cost Free Length 59 pages

Grade Level Secondary/Adult Suggested Time of Use

OBJECTIVES: To help increase financial competence and the kind of financial independence that will contribute to better living.

SUMMARY DESCRIPTION: How to get more out of a dollar. What people should know about saving, spending, housing, insurance, investing, using credit. Determining net worth. Planning an estate.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSPECTIVES IN CONSUMER BEHAVIOR

Author Kassarjian and Robertson Date Pub. 1973

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student Cost $7.95 Length 512 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Examines the basic theoretical foundations of consumer behavior, the relevant applications to marketing management and public policy, and the comprehensive models for consumer behavior analysis.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title PROBLEMS IN CREDITS AND COLLECTIONS

Author Hedwig Reinhardt and William J. Shultz Date Pub. 1967

Publisher Dun & Bradstreet, New York, NY

Teacher or Student Material Student Cost Length 332 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The cases are actual problems faced by various credit men and women in recent years. All the cases have been placed in the present to give uniformity of time.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title PROFITABLE USE OF CREDIT IN SELLING AND COLLECTING

Author Allyn M. Schiffer Date Pub. 1962

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost $7.95 Length 290 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the methods for selling on credit and collecting the balances due. The author explains how to decide when a sale should be made on credit, simply, stating the method for making this decision, striping it of perplexing terminology.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

Title REPORT TO CONSUMERS

Author *Date Pub.*

Publisher Modern Picture Service, 2323 New Hyde Park Road, New Hyde Park, NY 11040

Teacher or Student Material Student *Cost* available free of charge *Length* 16mm movie 28 minutes

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Examines many facets of retailing including both career opportunities and consumerism. Using the example of a national chain store, the film introduces the viewer to the world of retailing both from the point of view of employee and customer. Interviews with employees show their attitudes toward their jobs and how they deal with customers. The process of designing clothes and merchandise testing laboratories are two of the other areas covered briefly. Career opportunities for women, students, and ethnic minorities are discussed and interviews with employees are used to highlight various considerations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A RESOURCE KIT FOR TEACHING CONSUMER EDUCATION

Author *Date Pub.* 1970

Publisher Kiplinger Washington Editors, Inc., Editors Park, MD 20782

Teacher or Student Material Teacher *Cost* *Length* 5 packets

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES: (1) Each of the five units begins with the statement of a main goal for the unit; (2) The unit goal in each case is reinstated as a performance objective or behavioral objective.

SUMMARY DESCRIPTION: Presented with a wide range of exciting materials--cartoons, wall charts, transparencies, forms, quotations, resource lists--that can stimulate them to reach new levels of thinking and motivate the students to raise urgent questions about how effectively they will function as workers and consumers and about what their own lives will be.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title A RESOURCE KIT FOR TEACHING CONSUMER EDUCATION - THE MARKETPLACE

Author Date Pub. 1971

Publisher Kiplinger Washington Editors, Inc., Editors Park, MD 20782

Teacher or Student Material Teacher Cost Length 3 packets

Grade Level Secondary/Adult Suggested Time of Use 1 sem.

OBJECTIVES: (1) Immediate benefits and the long-range values that are inherent in consumer education

SUMMARY DESCRIPTION: Immediate benefits and the long-range values that are inherent in consumer education. Each section begins with the statement of a main goal for the unit. The goal statement proposes a major guideline to the teacher for the directions in which the unit ought to go. The components of each unit and the related teaching ideas have been listed in sequence. Course emphasis and key questions are presented at the end of each section.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RESOURCE SUPPLEMENT TO CONSUMER EDUCATION

Author Date Pub. 1971

D. E. Materials Lab

Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost $2.00 Length 60 pages

Grade Level Secondary Suggested Time of Use 10 hours

OBJECTIVES: (1) To provide information that will better enable the students to identify and establish their values and goals as they relate to economic competence; (2) To supplement the distributive education curriculum with information that will prepare the student to become a more informed, skillful consumer; and (3) To help the marketing career-oriented student better visualize his customers' buying problems, and to make the student aware that all consumer alternatives can be a sophisticated decision-making process.

SUMMARY DESCRIPTION: Includes consumer knowledge which directly relates to the Distributive Education field covering 19 major objectives.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING SERVES THE CONSUMER

Author *Date Pub.*

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $3.50 *Length* 1 filmstrip

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Planned to help young people see how the jobs they might hold in a retailing organization are an important part of a service in the community.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SEARS HIDDEN VALUE SERIES

Author *Date Pub.*

Publisher Sears Roebuck and Co., 7401 Skokie Boulevard, Skokie, IL 60076

Teacher or Student Material Student *Cost* $2.50 *Length* 15 pages each

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES: (1) To inform young consumers about the hidden values to be found in today's goods; (2) To insure reliable performance through proper care; and (3) To show how intelligent use of these purchases can bring the most personal satisfaction.

SUMMARY DESCRIPTION: Series includes 9 sets of booklets on various subjects including: fashions in dining and use of tableware; kitchen "how" and "why" planning with an actual construction of a kitchen; decorating made easy interprets the elements of design in terms of current decorating trends; bathroom decoration; window treatment discusses purchase and care of each type of material; selecting fashions; how to select paint and wall coverings; how to select floor coverings; and how to select major home appliances.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SUPERMARKET

Author *Date Pub.*

Publisher Consumer Relations
Sperry and Hutchinson Company, 3003 E. Kemper Rd., Cincinnati, OH 45241

Teacher or Student Material Student *Cost* Free *Length* 16mm movie

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A color film observing what-not-to-do shopping habits of customers through the eyes of a supermarket manager. Reveals how such shoppers actually add to the cost of supermarket operations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TEACH PERSONAL ECONOMICS IN THE BUSINESS CURRICULUM

Author Roman Warmke, Editor *Date Pub.* 1971

Publisher Joint Council on Economic Education 1212 Ave. of Americas, New York, NY 10036

Teacher or Student Material Teacher *Cost* $2.50 *Length* 92 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES: Designed to help teachers include more basic economics and consumer economics in the existing business curricula.

SUMMARY DESCRIPTION: Units on Tools of Analysis, Income, Spending, Using Credit, Saving, Investing, and Making Economic Decisions As Citizens

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Test of Understanding in Personal Economics available.

Title TEACHING A COURSE IN PERSONAL ECONOMICS

Author James Canfield *Date Pub.* 1971

Publisher Joint Council on Economic Education, 1212 Ave. of Americas, New York, NY 10036

Teacher or Student Material Teacher *Cost* $2.50 *Length* 69 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES: Designed to help teachers develop a separate course in consumer economics.

SUMMARY DESCRIPTION: The Structure of Personal Economics, followed by 22 lessons on such topics as the development of capitalism, the structure and flow of personal economics, finding a job, consumer spending and borrowing, saving, insurance, and government's role.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Test of Understanding in Personal Economics available separately. Norming data available for this test.

Title TIPS HANDBOOK

Author *Date Pub.* 1968

Publisher National Association of Manufacturers, 277 Park Ave., New York, NY 10017

Teacher or Student Material Teacher *Cost* Free *Length* 124 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Contains a listing of various references and resources pertaining to the related fields in clothing and grooming, food, health and leisure, home furnishings, and money management. Each section is accompanied by an introduction of the various sections covered and a listing of additional informational resources.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TLC FOR TEXTILES

Author *Date Pub.*

Publisher Educational & Consumer Relations J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $3.50 *Length* 1 filmstrip 6 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates some of the problems faced by consumers in providing TLC (tender loving care) for the textile products in their homes. It reviews care problems and their causes; suggests ways for solving them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TO MARKET, TO MARKET

Author *Date Pub.*

Publisher Consumer Relations The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati, OH 45241

Teacher or Student Material Student *Cost* Free *Length* slides

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Shopping know-how for today's consumer. Includes a suggested publicity release and 12-page guide, "How to Be a Better Shopper."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Leader's Guide

Title TRADING STAMP INDUSTRY

Author *Date Pub.*

Consumer Relations
Publisher The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati, OH 45241

Teacher or Student Material Student *Cost* Free *Length* Booklets

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Information on today's trading stamp industry. Included are authoritative reports, analyses and speeches prepared by independent research organizations, economists and government specialists; questions and answers about trading stamps and their place in a competitive economy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNDERSTANDING TODAY'S TEXTILES

Author *Date Pub.* 1969

Educational & Consumer Relations
Publisher J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $5.75 *Length* 1 filmstrip

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes generic textile families. Includes cartoons of textile families, a "textile newsletter" with information to supplement the unit.

AVAILABLE INSTRUCT[illegible] [illegible] Available in Spanish

Title USING INSTALLMENT CREDIT

Author Phelps Date Pub. 1959

Publisher Commercial Credit Co., Baltimore, MD

Teacher or Student Material Student Cost Free Length 80 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION. Answers problems of how to use installment credit wisely.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHO PUT THE CON IN CONSUMER?

Author David Sanford Date Pub. 1972

Publisher Liveright, 386 Park Avenue South, New York, NY 10016

Teacher or Student Material Student Cost $2.95 Length 166 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION From children's toys to "harmless" drugs, shows how big business plays on public weaknesses, current fads, and the consumer's lake of factual, precise information in order to sell its products.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

DATA PROCESSING

Title AN ORIENTATION COURSE OF STUDY IN DATA PROCESSING OF DISTRIBUTIVE EDUCATION

Author Albert Sternberg *Date Pub.* 1971

Publisher Curriculum Laboratory, Rutgers - The State University
Building 4103, Kilmer Campus, New Brunswick, NJ

Teacher or Student Material Teacher *Cost* Free *Length* 60 pages

Grade Level Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book contains general information to give the student a basic understanding of data processing in relation to distributive education.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CLARIFYING THE COMPUTER

Author Kevin M. McLoughlin *Date Pub.* 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $12.50 *Length* 272 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers such subjects as an analysis of the "myths about computers," the applications of Electronic Data Processing (EDP) for smaller firms; EDP personnel development; understanding costs and the role of middle management. Contains a glossary of EDP terms geared to retail-manufacturer management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

DISTRIBUTIVE EDUCATION

Title ADULT PUBLIC RELATIONS

Author Dale L. Bowman Date Pub. 1973

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost $2.00 Length 20 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The necessary steps in effectively promoting the adult training potential in an area including specific public relations ideas for the D.E. coordinator.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADULT TRAINING TRANSPARENCY MASTERS

Author Date Pub. 1972

Publisher D. E. Material Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost $ .50 Length 14 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: These overhead transparency masters are part of the Adult Operations Manual which may be ordered separately. Good backup in promoting an adult class with business management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC AMERICAN GOVERNMENT FOR DISTRIBUTIVE EDUCATION

Author Roy E. Palmer, Jr. *Date Pub.* 1971

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 97 pages

Grade Level Secondary/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to pinpoint specific areas of knowledge in order to understand the problems of the business community, specifically in the area of marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A BIBLIOGRAPHY OF PERIODICALS

Author G. L. Williams, T. S. Jones and J. G. Koeninger *Date Pub.* 19[illegible]

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $1.00 *Length* 11 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES: To help D. E. teachers order magazines necessary for D. E. classes.

SUMMARY DESCRIPTION: Listing of 156 magazines which relate to all aspects of the field of marketing. The booklet lists the name of the periodical, its price, publisher, address and how often it is published.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BIG BOARD

Author William F. Wibbing and Jimmy C. Koeninger *Date Pub.* 1973

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $1.00 *Length* 16 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This introduction to the ideas of the stock market gives students an opportunity to decide how to spend $100,000 when given periods with specific economic character. The booklet includes the instructions for the game and 6 overhead transparencies showing how prices fluctuate.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BULLETIN BOARDS FOR D.E.

Author Karen Kitsteiner *Date Pub.* 1970

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 49 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A manual of bulletin board layouts specifically for D.E.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BULLETIN BOARDS: MEET OUR DECA WINNERS

Author Cathy Ashmore *Date Pub.* 1973

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $1.00 *Length* 37 pages

Grade Level Secondary *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This is a collection of illustrations and signs which could be used on a bulletin board or display window to announce either entries or winners in DECA competition. It includes materials for all competitive events and comes packed in a file folder for handy storage.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A COLLECTION OF OVERHEAD TRANSPARENCY ORIGINALS FOR D.E. - I

Author ______ *Date Pub.* 1967

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 80 pages

Grade Level Secondary *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Transparency originals (black and white images) are assembled into one packet. These include six subject areas commonly covered in D.E. These originals are easily made into transparencies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A COLLECTION OF OVERHEAD TRANSPARENCY ORIGINALS FOR D.E. - II

Author Date Pub. 1968

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost $1.50 Length 45 pages

Grade Level Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This series includes 45 black and white "originals" in the following areas: buying fundamentals, business location, business organization, and personal budgeting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CURRICULUM GUIDELINES FOR DISTRIBUTIVE EDUCATION

Author James D. Walters Date Pub. 1970

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost $2.00 Length 97 pages

Grade Level Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This curriculum outline places major emphasis on fundamental application of marketing principles. It includes curriculum for the Senior Distributive Education program and the Junior-Senior program.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A DIRECTORY OF MARKETING AND TRADE ASSOCIATIONS

Author Bob Burk *Date Pub.* 1969

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 45 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A listing of sources of merchandise and industry information in the distributive field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISTRIBUTIVE EDUCATION

Author *Date Pub.*

Publisher Colonial Films, Inc., 752 Spring Street, Atlanta, GA 30308

Teacher or Student Material Student *Cost* $240.00 *Length* 82 transparencies

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Transparencies on the following areas: Good Grooming, Orientation to D.E., Job Application and Job Interview; Basic Salesmanship and D.E.C.A.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISTRIBUTIVE EDUCATION

Author *Date Pub.*

D. C. A. Educational Products, Inc.
Publisher 4865 Stenton Avenue, Philadelphia, PA 19144

Teacher or Student Material Teacher *Cost* $207.60 *Length* 36 transparencies

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Thirty-six multi-colored transparencies and overlays in: display, merchandising math, marketing channels, advertising, packaging, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title D.E. GUIDELINES FOR TRAINING PLANS

Author *Date Pub.* 1967

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 105 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Twenty-two sample training plans are given in training plan form to serve as a guideline for D.E. coordinators. The guidelines are not complete in the sense that each individual student may vary in his job assignments. The final plan is, of course, a culmination of effort involving the student, coordinator, and employer. These guidelines are invaluable to the coordinator who is establishing the all-important individual job training plans.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE D.E. STORY

Author *Date Pub.* 1971

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $10.00 *Length* 40 slides with tape

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Explains the concept of D.E. showing students on the job, explains job duties, attempts to answer all questions concerning the classroom-job training concept.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISTRIBUTIVE EDUCATION TRAINING GUIDES

Author Haines and Tedder *Date Pub.* 1963

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $2.79 *Length* 202 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES: To relate classroom instruction more meaningfully to each trainee on his job.

SUMMARY DESCRIPTION: One hundred training guides are included in this manual to provide individual instruction for cooperative trainees. This series of assignment sheets will encourage each trainee to think of his training station as an extension of the classroom.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title DISTRIBUTIVE EDUCATION WORK-EXPERIENCE MANUAL

Author P. A. Carlo, D. H. Murphy and W. R. Scott *Date Pub.* 1970

Publisher Delmar Publishers, Mountainview Avenue, Albany, NY 12205

Teacher or Student Material Student *Cost* $3.15 *Length* 220 pages

Grade Level Secondary *Suggested Time of Use* 40 weeks

OBJECTIVES: To present numerous opportunities to relate the students actual on-the-job activities with classroom instruction.

SUMMARY DESCRIPTION: Takes the trainee from the first days in the program through the complete school year, providing those units of instruction and records which are necessary to accomplish goals of the work experience. There are 40 units. Specially designed forms and letters are included in the Appendix to assist the coordinator in initiating the work-experience program.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Guide ($ .50)

Title FILMS FOR DISTRIBUTIVE EDUCATION

Author *Date Pub.* 1965

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Teacher *Cost* *Length* 70 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Provides the teacher with a list of films for teaching Distributive Education in every subject area.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A GUIDE FOR MEMBERSHIP CHAIRMEN

Author *Date Pub.*

Publisher Consumer Relations
The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati, OH 45241

Teacher or Student Material Student *Cost* Free *Length* 25 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Written to help membership chairmen recruit new members and help them become active; and to stimulate active participation on the part of every member. It contains step-by-step directions for examining present membership, setting a campaign goal, and suggests some practical ways to achieve it.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GUIDELINES FOR STUDENT TEACHERS

Author Evelyn Barnes *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $ .50 *Length* 13 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A guideline of activities for student teachers which is designed for preparation for all the activities they should be involved in during the student teaching of Distributive Education. It is written in evaluation form which may be filled out by the cooperating teacher or merely used for discussion purposes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW D.E. HELPS SMALL BUSINESS

Author John A. Beaumont *Date Pub.* 1968

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 4 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Instruction, both high school and adult; individualized consultation; specialized clinics or institutes; selction and dissemination of current distributive information.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title KNOW YOUR TRAINING STATION

Author *Date Pub.* 1966

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Student *Cost* $ .25 *Length* 17 pages

Grade Level Secondary *Suggested Time of Use* 8 hours

OBJECTIVES:

SUMMARY DESCRIPTION: Individualized workbook for students to acquaint them with beginning rules and regulations of their jobs. Supplements greatly teacher orientation and serves as excellent lead into units such as advertising, layout, personal grooming, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A LIBRARY FOR D.E.

Author Jeff Hommel *Date Pub.* 1970

Publisher D. E. Materials Lab,
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 34 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A current listing of books in marketing and distribution. It is current and includes paperback selections.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MEMBERSHIP HANDBOOK

Author *Date Pub.*

Publisher Consumer Relations
The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati, OH 45241

Teacher or Student Material Student *Cost* Free *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: An organization leader's guide to successful fund raising for ways and means chairmen. Detailed discussion of proven methods for planning exciting, effective projects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NEWSPAPER AS A TEACHING DEVICE

Author *Date Pub.* 1967

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 31 pages

Grade Level Secondary *Suggested Time of Use* 12 hours

OBJECTIVES:

SUMMARY DESCRIPTION: Several unique approaches to using the newspaper in teaching such Distributive Education units as: applying for a job, advertising, business communications, display, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OHIO DECA'S NUMBER ONE

Author *Date Pub.* 1973

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $15.00 *Length* 70 slides with tape

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Explains in detail the events at Ohio's Fall Delegates Conference.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OHIO DECA'S TOPS IN MARKETING

Author *Date Pub.* 1973

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $15.00 *Length* 80 slides with tape

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Explains the state competitive events and gives a coordinator material to motivate a group of students as they begin to think about state competition. Also proves to be good public relations material for showing to parents, business people or for recruiting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROJECTS FOR JUNIOR STUDENTS

Author Ronald Seman *Date Pub.* 1971

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 39 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Ten group projects are outlined for Junior Distributive Education students. Student work forms are included along with explanations for the teacher.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PUBLICITY HANDBOOK

Author *Date Pub.*

Publisher Consumer Relations
The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati, OH 45241

Teacher or Student Material Student *Cost* Free *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A step-by-step guide to the effective use of communications media. Prepared especially for those in charge of publicizing the activities of their organization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A SELECTED, ANNOTATED BIBLIOGRAPHY FOR RESEARCHERS IN BUSINESS AND DISTRIBUTIVE EDUCATION

Author Kenneth E. Everard *Date Pub.* 1969

Publisher Trenton State College, Trenton, NJ

Teacher or Student Material Both *Cost* *Length* 11 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography of indexes, general and special, general research sources in education, selected miscellaneous references, general selected periodicals in professional business and distributive education, yearbooks, and monographys, and microfilm studies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SIMULATIONS AND GAMES

Author Jimmy G. Koeninger **Date Pub.** 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher **Cost** $3.00 **Length** 77 pages

Grade Level Secondary **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: A basic guide to marketing and business oriented games. The manual explains the game and lists the name and address of the source and price.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUGGESTED PROGRAM OF STUDY FOR THE TWO YEAR HIGH SCHOOL D.E. PROGRAM

Author **Date Pub.** 1967

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher **Cost** $2.00 **Length** 21 pages

Grade Level Secondary **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: A program of study developed to be used in the junior and senior year D.E. Topic areas are dealt with on a general basis with important sub-topics listed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

Title THIRTY-HOUR TRAINING PROGRAM

Author James H. Casey and Ramen H. MacFarlane *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $1.00 *Length* 42 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A training program devised to help the student make necessary adjustments to the world of work.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TOLEDO TITLE SLIDES

Author *Date Pub.* 1971

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $5.00 *Length* 20 slides

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Developed by the Toledo Public Schools as a D.E. promotional slide presentation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAINING FILM PROFILES

Author *Date Pub.* 1972

Publisher Olympic Film Service, 161 West 22 Street, New York, NY 10011

Teacher or Student Material Teacher *Cost* *Length* 15 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A catalog on films for guidance, human relations, business administration, labor, salesmanship, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNIPAC: DISTRIBUTIVE EDUCATION

Author Ira Martell *Date Pub.* 1971

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Student *Cost* $1.50 *Length* 26 pages

Grade Level Secondary *Suggested Time of Use* 4 hours

OBJECTIVES:

SUMMARY DESCRIPTION: An individual student package of 4 lessons designed to give a basic understanding of Distributive Education before a high school student decides to enroll in the program. Consists of a pre-test, post-test, and practice exercises for each section.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WAYS AND MEANS HANDBOOK

Author *Date Pub.* 1964

Consumer Relations
Publisher The Sperry and Hutchinson Company, 3003 East Kemper Road, Cincinnati,
OH 45241

Teacher or Student Material Both *Cost* Free *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A complete and practical guide to successful fund raising for ways and means chairmen. Detailed discussion of proven methods for planning exciting, effective projects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOU BE THE JUDGE: DISPLAY

Author Jimmy G. Koeninger *Date Pub.* 1973

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $8.00 *Length* 35 slides

Grade Level Secondary *Suggested Time of Use* 6 hours

OBJECTIVES:

SUMMARY DESCRIPTION Features all types of display--both exterior and interior.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOU BE THE JUDGE: DISPLAY MANUAL

Author Jimmy G. Koeninger *Date Pub.* 1973

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 5 slides 22 pages

Grade Level Secondary *Suggested Time of Use* 10 hours

OBJECTIVES: (1) Student will be able to judge windows in DECA competition successfully; and (2) Student will be able to evaluate the qualities of a good and a poor display.

SUMMARY DESCRIPTION: Designed as a project for students of display, this packet includes a 22-page teaching outline on principles of display, student handout rating sheets (based on the National DECA competitive event), five 35mm slides of display windows rated by professionals, and 5 overhead transparencies of the composite scores.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

ECONOMICS

Title AMERICAN BUSINESS AND ITS ENVIRONMENT

Author Scott Walton *Date Pub.* 1966

Publisher The Macmillan Co., New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 654 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Contents include: Business and its Economic Environment; The Social Environment of Business; Examination of Constitutional Laws, Government Agencies and Officials; and Business and its Environment in The Future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC ECONOMICS

Author Thomas J. Hailstones *Date Pub.* 1972

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $10.00 *Length* 672 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Includes: The Nature and Scope of Economics; Process of Economizing; Our Free Enterprise Economic System; Our Income System; Money, Credit, and Banking; Production, Income, and Employment; and Business Fluctuations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Tests, Workbook ($3.05)

Title CASES AND PROBLEMS IN ECONOMICS

Author James Duesenberry and Lee Preston *Date Pub.* 1960

Publisher Educational Book Division
Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* $4.50 *Length* 195 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION. Gives a variety of problem situations to which the concepts and techniques of economic analysis may be usefully applied. Emphasis is upon the employment of tools which have been presented in abstract form in textbook readings or lectures and upon the development of economic policies to deal with current problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ECONOMICS

Author Campbell R. McConnell *Date Pub.* 1966

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $8.95 *Length* 792 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION. The crucial topic of economic growth in the overall selection of topics. Considerable care has been exercised to include only those which have significant bearing upon the twin problems of full employment and allocative efficiency.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Study Guide for Students

Title ECONOMICS FOR DISTRIBUTIVE EDUCATION

Author Jack Strietelmeier *Date Pub.* 1969

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 46 pages

Grade Level Secondary *Suggested Time of Use* 9 -19 hours

OBJECTIVES:

SUMMARY DESCRIPTION: Basic introduction to the study of economics. The emphasis is on the economic functions as they affect marketing and distribution. Supply and demand, prices, production and basic concepts are explored. A comparison of economic systems and how they influence and affect distribution is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ECONOMICS IN THE BUSINESS CURRICULUM

Author George L. Fersh, et. al. *Date Pub.* 1972

Publisher Joint Council on Economic Education
1212 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Teacher *Cost* $2.50 *Length* 94 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES: To aid business teachers in including more economics in their curricula.

SUMMARY DESCRIPTION: Twenty articles on such topics as The Emerging Role of the Business Teacher in Economic Education, Economic Concepts for Understanding Everyday Business Activities, and Teaching Economic Concepts in Consumer Economics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ECONOMICS IN THE CURRICULUM

Author J. D. Calderwood, J. D. Lawrence, and J. E. Maher *Date Pub.* 1970

Publisher John Wiley and Sons, New York, NY

Teacher or Student Material Teacher *Cost* ______ *Length* 221 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses economic ideas and concepts and grade placement of economic concepts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ECONOMICS - PRINCIPLES AND APPLICATIONS

Author John Kennedy and Arthur Olsen *Date Pub.* 1972

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $7.04 *Length* 611 pages

Grade Level Secondary *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Relates economic principles to current social phenomena and provides students with a broad-based understanding of the American economic system. Sections on price determination; distribution of national income; money and banking; economic growth and stability; and fiscal policy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Study Guides and Applications ($2.32), Tests 1-6 and Examination ($ .40), and Transparencies (50 for $110.00).

Title ECONOMIC THEORY OF REGULATORY CONSTRAINT

Author Elizabeth E. Bailey Date Pub.

Publisher Lexington Books, D. C. Heath and Company
125 Spring Street, Lexington, MA 02173

Teacher or Student Material Student Cost $15.00 Length 192 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The models in this study demonstrate why regulatory constraints can cause unwanted economic incentives and at the same time support the view that some forms of regulation cause more harm than good. The study concerns itself with the extension of traditional economic theory of the firm to include regulatory constraint on the firm's behavior and analysis of the effects of regulation. It provides an important link between literature on regulation of industry which is purely theoretical and that which strictly is issue- or company-oriented.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ESTIMATING ECONOMIC CAPACITY

Author Gift Date Pub. 1968

Publisher University Press of Kentucky, Lexington, KY 40506

Teacher or Student Material Student Cost $3.00 Length 70 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The author develops a conceptual framework within which a meaningful interpretation of these many definitions and measures of productive capacity can be made.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE EVOLUTION OF ECONOMIC THOUGHT

Author W. E. Kuhn Date Pub. 1970

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student Cost $10.20 Length 451 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The value and distribution theory, macroeconomics, complementary avenues of theoretical advance, retrospect and prospect. Designed to acquaint students with the theorists who have exerted a strong influence on economics as a body of scientifically developed propositions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Examination Questions

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Title FREE MEN AND FREE MARKETS

Author Robert Theobald Date Pub. 1965

Publisher Doubleday, New York, NY

Teacher or Student Material Student Cost $ .95 Length 175 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A view of today's technological society and the problems of abundance, automation, and falling demand.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NEW INFLATION: CAUSES, EFFECTS, CURES

Author G. L. Bach *Date Pub.* 1973

Publisher Brown University Press, 129 Waterman Street, Providence, RI 02912

Teacher or Student Material Student *Cost* $6.00 *Length* 103 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To enable the reader to understand the special nature of today's inflation and to help him to cope with it.

SUMMARY DESCRIPTION: In nontechnical terms defines inflation, shows how the effects of today's inflation differ from those of previous inflations, indicates the probable future trends of inflations, and considers solutions to the problem of inflation in a democratic society.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STATISTICAL TECHNIQUES IN BUSINESS AND ECONOMICS

Author Robert D. Mason *Date Pub.* 1970

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* *Length* 538 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION This book discusses: role of statistical methods, collection of business and economic data, presentation of data, frequency distributions, measures of central tendency, measures of dispersion and skewness, a survey of probability concepts, probability distributions, an introduction to sampling methods, sampling and sampling distributions, tests of hypotheses, and an introduction to decision making under uncertainty, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Tests

Title TEACHING A COURSE IN PERSONAL ECONOMICS

Author James Canfield *Date Pub.* 1971

Joint Council on Economic Education
Publisher 1212 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Teacher *Cost* Free *Length* 60 pages

Grade Level Secondary *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: Curriculum for high school consumer economics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TEACHING PERSONAL ECONOMICS IN THE BUSINESS EDUCATION CURRICULUM

Author ________ *Date Pub.* 1971

Joint Council on Economic Education
Publisher 1212 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Teacher *Cost* Free *Length* 82 pages

Grade Level Secondary *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: "Recipe book" for curriculum suggestions for teaching personal economics. Education about business and education for business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Interpretive Manual, Discussion Guide and Tests.

ECOLOGY

Title ECOLOGY

Author Paul R. Oberst *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 31 pages

Grade Level Secondary *Suggested Time of Use* 10 hours

OBJECTIVES: To structure an environmentally aware citizen.

SUMMARY DESCRIPTION: A teaching outline with the objective of incorporating outside projects to acquaint students with ecological problems in their own community. Several related films are listed as well as many printed references.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Polution Quiz

Title HOW TO MAKE ECOLOGY WORK FOR YOU

Author David Pinto *Date Pub.* 1972

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $4.95 *Length* 160 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION. Examines the controversial ecological issues from the point of view of the retailer, who is often caught in the middle of consumer attitudes and problems affecting manufacturers and environmentalists alike. Shows how these problems apply to retailing and what can be done by the retailer about them. Focusing on such areas as detergents, packaging of beer, soft drinks, perishables, and private-label products; and recycling, the author analyzes each issue and recommends programs that can be followed to cope with it. Includes appendices on environmental agencies and trade associations, and a glossary of terms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS

EXECUTIVE DEVELOPMENT

Title EXECUTIVE DYNAMICS

Author *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $5.02 *Length* 200 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Speechpower, salesmanship, and telephone techniques for today's executive.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXECUTIVE FUNDAMENTALS

Author *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $5.02 *Length* 200 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Leadership and memory training for today's executive.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXECUTIVE IMAGE

Author *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $5.02 *Length* 200 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Wardrobe and grooming for today's executive.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXECUTIVE LEADERSHIP

Author Nathan Axelrod *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $4.50 *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION Written for the student or junior executive in the merchandising, advertising, and business management fields.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title EXECUTIVE PERSONALITY

Author *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $5.02 *Length* 200 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Developing the mind and body for today's executive.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LEADERSHIP TRAINING

Author *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 81 pages

Grade Level Adult *Suggested Time of Use* 16 hours

OBJECTIVES:

SUMMARY DESCRIPTION: Supervisory skills are stressed in a functional outline discussing qualities of a leader, working with people, and efficiency as it applies to leadership.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

JOB ORIENTATION

Title APPLYING FOR A JOB

Author Patricia Rath, Ralph Mason and Lloyd Phillips *Date Pub.* 1968

Publisher The Interstate Printers and Publishers, Danville, IL

Teacher or Student Material Student *Cost* *Length* file cards

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES: To allow the student to teach himself some of the fundamentals of applying for a job.

SUMMARY DESCRIPTION: This self-study guide for students is a set of questions relating to applying for a job.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE DISCIPLINARY INTERVIEW

Author John D. Staley *Date Pub.* 1965

Publisher American Management Association, 135 West 50 Street, New York, NY 10020

Teacher or Student Material Student *Cost* *Length* 1 record

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This record demonstrates how to: 1) assure that employees know what the rules are and why they exist; 2) assure that employees observe rules; 3) inform employees what the performance standards are and how they are judged; and 4) follow-up consistently to insure that employees are complying with the rules.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EFFECTIVE COMMUNICATION ON THE JOB

Author ______ Date Pub. 1963

Publisher American Management Association, 135 West 50 Street, New York, NY 10020

Teacher or Student Material Student Cost $7.50 Length ______

Grade Level Secondary/Collegiate/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: Face-to-face communications, employment interviewing, orientation and training, order giving, discipline, wage and salary policies, and written communications.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE EFFECTIVE OFFICE WORKER SERIES

Author ______ Date Pub. ______

Thompson-Mitchell & Associates
Publisher 2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Each filmstrip $50.00 5 filmstrips
Teacher or Student Material Student Cost $225.00 Length with cassettes
Audiscan $350.00

Grade Level Secondary Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: Titles of the filmstrips are: The Role of the Office Worker, Managing Your Time, Managing the Job, Making the Boss Look Good, and Improving Your Communications Skills.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE EXIT INTERVIEW

Author P. W. Maloney *Date Pub.* 1963

Publisher American Management Association, 135 West 50 Street, New York, NY 10020

Teacher or Student Material Student *Cost* *Length* 1 record

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The correct technique of conducting an exit interview.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GETTING THE RIGHT JOB

Author James R. Rich, Jr. *Date Pub.* 1970

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $1.50 *Length* 40 pages

Grade Level Secondary *Suggested Time of Use* 10-15 hours

OBJECTIVES: The student will be able to apply for a job successfully.

SUMMARY DESCRIPTION: Unit of instruction designed to aid the student in techniques of locating sources for jobs, applying for the job, job interviews, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Transparency originals and handouts.

Title GOOD JOB HABITS - APPLYING FOR A JOB

Author John M. McKee *Date Pub.* 1966

Publisher Rehabilitation Research Foundation of Alabama, Elmore, AL

Teacher or Student Material Student *Cost* Free *Length* 21 pages

Grade Level Collegiate *Suggested Time of Use* 2 hours

OBJECTIVES:

SUMMARY DESCRIPTION: This lesson is divided into three parts: I. Getting Along with your Supervisor; II. Being Dependable; and III. Doing a Good Job.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Tests are included

Title HOW TO FIND AND APPLY FOR A JOB

Author Helen Keily and R. C. Walters *Date Pub.* 1960

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $1.80 *Length* 84 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Personal inventory, first step in selling yourself, discovering opportunities, selling yourself in a personal interview, the application blank, and how to sell your services by a letter of application.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERVIEWING THE POTENTIAL EMPLOYEE

Author P. W. Maloney and D. Thomas *Date Pub.* 1961

Publisher American Management Association, 135 West 50 Street, New York, NY 10020

Teacher or Student Material Student *Cost* ____ *Length* 1 record

Grade Level Secondary *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: The correct way to conduct an effective interview.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title JOB ORIENTED SKILLS FOR HIGH SCHOOL STUDENTS

Author ____ *Date Pub.* 1970

Research Institute of Programmed Education
Publisher American Management Association, 135 West 50 Street, New York, NY 10020

Teacher or Student Material Student *Cost* ____ *Length* 210 pages

Grade Level Secondary/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: A programmed text to prepare students for basic entry-level jobs. General information on basic math, filing, banking procedures, payroll, money management procedures and business communications.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OCCUPATIONAL ESSENTIALS

Author David J. Richter *Date Pub.* 1965

Publisher H. C. Johnson Press, Inc., Rockford, IL 61110

Teacher or Student Material Student *Cost* ____ *Length* 195 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To help students attain skills and attitudes necessary in finding and maintaining a job.

SUMMARY DESCRIPTION: Who Am I? Where Should I Look For Job Openings? How Can I Most Effectively Secure A Job? What Must I Do To Succeed On The Job?

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONALITY DEVELOPMENT FOR BUSINESS

Author Russon *Date Pub.* ____

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $4.40 *Length* ____

Grade Level Secondary *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Human relations, business psychology and personality development are emphasized.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PREPARING FOR AN INTERVIEW

Author *Date Pub.*

Publisher Educational & Consumer Relations
J. C. Penney Company, Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $3.50 *Length* filmstrip 6 minutes

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Presents information on how to evaluate personal qualifications for a job, what types of questions might be asked at an interview, appropriate dress, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE RIGHT WAY TO FIND AND GET THE RIGHT JOB

Author Robert Snelling *Date Pub.* 1971

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $ .95 *Length* 302 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Tells how to evaluate oneself, planning a career, looking for a job, resumes and interviews, aptitude tests and employment services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE TEENAGER AND THE INTERVIEW

Author John Keefe *Date Pub.* 1971

Publisher Richards Rosen Press, Inc., New York, NY 10010

Teacher or Student Material Student *Cost* *Length* 188 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A description of jobs--how to find them. Included are sections on employment applications, resumes, the interview, tests, summer and part-time jobs, and sections on different types of jobs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TELEPHONE TECHNIQUES

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials, Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $60.00 *Length* 2 sound filmstrips
Audio w/o filmstrips $5.95

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: How to handle telephone equipment properly. What to say when answering incoming calls and placing outgoing calls. How to use the telephone to: increase goodwill, build sales, improve relations with customers, prospects and friends. How to tactfully screen telephone callers, take messages effectively, be a good listener and end calls graciously.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TELEPHONE TECHNIQUES

Author Sam Guarino Date Pub. 1971

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Student Cost $3.00 Length 72 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This manual is directed to adult students who wish to learn the business-like manner of handling different types of phone calls. Telephone personality improvement and selling skills are covered in depth.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE WORLD OF WORK - CROSS-VOCATIONAL SKILLS & INFORMATION

Author Date Pub.

Publisher Educational Resources Div.
Educational Design, Inc., 47 West 13 Street, New York, NY 10011

Teacher or Student Material Student Cost $175.00 Length 15 tape cassettes

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The basic understanding of how businesses operate, their vocabulary and customs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Also includes: 12 overhead projector transparencies, 24 student record booklets, Instructor's Guide.

Title THE WORLD OF WORK - GETTING A JOB

Author ______ *Date Pub.* ______

Publisher Educational Resources Div.
Educational Design, Inc., 47 West 13 Street, New York, NY 10011

Teacher or Student Material Student *Cost* $131.00 *Length* 12 tape cassettes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Teaches the all-important skills necessary in getting a job.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Also includes: 24 student record booklets, Instructor's Guide.

Title THE WORLD OF WORK - ON THE JOB

Author ______ *Date Pub.* ______

Publisher Educational Resources Div.
Educational Design, Inc., 47 West 13 Street, New York, NY 10011

Teacher or Student Material Student *Cost* $229.50 *Length* 20 tape cassettes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the interpersonal skills that will increase confidence, forestall impulse quitting, and enable students to cope with work environment problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOU AND YOUR JOB

Author Blackledge, Blackledge and Keily *Date Pub.* 1967

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $2.12 *Length* 103 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Chapters on job opportunities, pick your goal, summer employment, selling your talents, how to write a letter of application, and personal interviews.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

PERSONALITY DEVELOPMENT

Title ART OF LISTENING

Author Date Pub.

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student Cost $23.50 Length 4 audio lessons

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: How good listening makes for better decisions. Interpreting what you hear. Cultivating your ability to remember what you hear. How emotions color what you hear or think you hear. Determining possible hidden meanings. How to discover how well you listen and how to improve your listening ability.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISCOVER YOUR HIDDEN TALENTS

Author Date Pub.

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student Cost $23.50 Length 4 audio lessons

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The importance of having a good self-image. How to achieve success by setting specific goals. Enthusiasm--how to develop it to best serve your interests. How to turn shortcomings into advantages. How to double your chances of success. How to rid yourself of bad habits and acquire good ones. The link between creativity and problem-solving. How to develop a more positive attitude. Selling yourself and your company.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TIPS & TRENDS

Author *Date Pub.* 1969

Publisher National Consumer Finance Corporation
1000 Sixteenth Street, N.W., Washington, DC

Teacher or Student Material Student *Cost* *Length* 20 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the art of being understood.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title VOICE, VOCABULARY AND DELIVERY

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational
Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The impact of poor grammar and bad diction on listener reactions. The difference between "talk" and "communication." How to break a bad speech habit. The first step to take in improving your voice. How to develop the type of voice most pleasing to the ear. Pronouncing words properly. How to make sure the words you use convey the meaning you want for different types of listeners. Words and phrases you should avoid. How to pace your delivery most effectively. The "KISS" rule.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

PUBLIC RELATIONS

Title COMMUNICATIONS FOR LEADERSHIP

Author Edward E. Scannell *Date Pub.* 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $2.80 *Length*

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Written for the employee who wants a brief, practical method of improving his communication skills. Organized into six chapters, each of which develops one of those topics relating directly to the major communication problems of a manager.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($1.60)

Title COMMUNICATIONS AND PUBLIC RELATIONS

Author Edward J. Robinson *Date Pub.* 1966

Publisher Charles E. Merrill Publishing Co., 1300 Alum Creek Drive, Columbus, OH 43216

Teacher or Student Material Student *Cost* *Length* 618 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Treats public relations practitioners as social behavioral scientists. The author spells out a communication theory model into which public relations problems can be translated. An examination of social and behavioral science research methods is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NATURE OF PUBLIC RELATIONS

Author John E. Marston *Date Pub.* 1963

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* 393 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Approaches its study primarily through theory and historical description. The contents of this book are drawn from the files of many publications and companies and are arranged so as to enable the reader to arrive at the fundamental principles of successful public relations by seeing how most competent practitioners in the field handle problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE PRACTICE OF PUBLIC RELATIONS

Author L. Roy Blumenthal *Date Pub.* 1972

Publisher The Macmillan Co., New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 278 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the many areas of public relations in detail.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

BEST COPY AVAILABLE

Title PUBLIC RELATIONS - PRINCIPLES, CASES AND PROBLEMS

Author Bertrand R. Canfield *Date Pub.* 1968

Publisher Richard D. Irwin, 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* ______ *Length* 627 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES: To familiarize the general management of corporations, nonprofit organizations, and unions with the functions and areas of public relations so that they may better understand the role which public relations should play in improving the public image of their organization.

SUMMARY DESCRIPTION: This book is intended to serve as a basic text in courses of public relations for students planning to major in this subject and become practitioners of public relations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PUBLIC RELATIONS FOR RETAIL EMPLOYEES

Author ______ *Date Pub.* 1968

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* ______ *Length* 107 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasizes that the entire staff of a store must be imbued with the idea that the degree of customer good will is the direct result of employees putting into practice good public relations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

MISCELLANEOUS

Title CITIZENS, CONSUMERS & COMMUNICATIONS

Author *Date Pub.* 1972

Publisher Magazine Publishers Association, 575 Lexington Avenue, New York, NY 10022

Teacher or Student Material Teacher *Cost* Free *Length* 40 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The nation's adults, in their dual role as citizens and consumers, interact constantly with communications media. The "climate for learning" from both the editorial programming and the advertising is probed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A DEPARTMENT STORE IN THE CLASSROOM

Author *Date Pub.* 1969

Publisher Sears, Roebuck & Co., 3301 West Arthington Street, Chicago, IL 60607

Teacher or Student Material Student *Cost* $1.00 *Length* 39 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Provides objectives for using catalogs in consumer education classes, concepts and learning experiences, teaching techniques, community resources, guidelines for use of newspapers, criteria for judging educational value of outside materials and listing of additional sources.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OFFICE PRODUCTS KNOWLEDGE COURSES

Author Homer Smith *Date Pub.* 1973

Publisher National Office Products Association
1500 Wilson Boulevard, Arlington, VA 22209

Teacher or Student Material Student *Cost* $99.00 *Length* Set of 12 courses
One course at $9.50

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 6 hours per course

OBJECTIVES: To provide office products salesmen with information about the basic product lines sold to offices.

SUMMARY DESCRIPTION: Self-administered courses, each with standard 60 or 90-minute tape cassette plus matching workbook.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Leader's Guide

Title THE SMILE OF SUCCESS

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $169.50 *Length* 14 lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The right kind of training and educational background only--opens the door to better opportunities! It does not insure them. This series provides a proven success formula--showing and telling, step-by-step, how to chart the path to a brighter, more financially rewarding and personally satisfying future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide and 30 Student Books with 12 Personal Evaluation/Success Planning Charts are included.

Title STORE CORRESPONDENCE COURSE

Author ______ *Date Pub.* ______

Publisher NRMA STORE Correspondence Director, National Retail Merchants Association, 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $275.00 *Length* 20 lessons

Grade Level Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A home study course for personnel now in the ranks with ability and motivation to perform greater responsibilities than their present position permits. Provides retail training without infringing on store time, space or executive personnel.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: